

Edition: Edina

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The City of Edina



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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 Styrofoam containers, is available until Oct. 1.

More cities around the country are banning or discouraging the use of Styrofoam takeout containers at restaurants. Earlier this year, the City of Minneapolis banned Styrofoam containers, requiring takeout food be placed in reusable, recyclable or compostable containers.

In this discussion, the City asks whether or not they think Styrofoam containers should be banned in Edina; whether or not they think offering other non-Styrofoam containers are just as harmful as continuing use of Styrofoam; and if they would reuse, recycle or compost containers if Styrofoam were banned. The feedback from this discussion will be compiled and presented to the City Council Oct. 20.

This month, the City has been gathering feedback on the how residents interact with public officials. Questions asked include how often residents contact their elected officials, how they like to interact or express their opinions to them, and what other opportunities they would like to see for interaction with the Council. The discussion is open until Sept. 4. Feedback will be compiled and presented to the City Council Sept. 16.

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

Police 'Focus In' on Distracted Driving

As a part of the 2015 "Focus In" campaign, Edina patrol officers will focus efforts on distracted driving and texting or use of a phone while driving during the month of September.



According to the Minnesota Department of Public Safety, of the 387 fatalities on Minnesota roadways in 2013, 68 were known to be distracted-driving related.

"All distracted-driving accidents can be avoided," said Sgt. Nate Mendel. "Every driver is responsible for his or her vehicle. There are enough potential hazards on the roads that people don't need to add anything else like texting or putting on makeup while driving."

According to Minnesota law, drivers are prohibited from using a wireless communication device to compose, read or send an electronic message when the vehicle is in motion or a part of traffic. Additionally, drivers cannot use their device for sending emails or viewing web pages, even at stoplights.

"A driver's attention should be focused on operating their vehicle in a safe manner at all times," said Mendel.

Each month, patrol officers focus police efforts on a specific statutory violation in order to educate the public and gain compliance. Education includes a warning to those who violate the statutes or codes. In extenuating circumstances, a citation may be issued. 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.

Last September, 53 verbal or written warnings were given out for distracted driving.

Earlier this year, Police focused on obstructed vision, failure to signal, unsafe equipment, failure to display headlights, bike safety, following too close, pedestrian safety and child and seatbelt safety. In the coming months, police will "Focus In" on 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.

Get Active with 'Open Streets on 50th'

The City of Edina will close West 50th Street between Browndale Avenue in Edina and Beard Avenue in Minneapolis to motor vehicles on Sunday, Sept. 27, for the inaugural "Open Streets on 50th" event.

Along with the 50th & France Business & Professional Association, Tri-City Partners for Healthy Communities, and Allina Health, the City invites the community to get outside, be active and connect with neighbors from 1 to 5 p.m.

The street will be open to bicyclists and pedestrians to enjoy music, dance, games, arts, yoga and other creative and active events. Civic, athletic, artistic, creative and neighborhood groups, as well as businesses, will participate by hosting events, demonstrations, activities and more. Dogs are welcome at the event.

"Open Streets is a great way to get the community involved with neighbors, outside and active," said Recreation Supervisor Amanda Clarke. "This is a way to enjoy the streets in a different way than they have been experienced before."

"Open Streets on 50th is a great way to get the community together and showcase downtown Edina," said Rachel Thelemann, Executive Director of the 50th & France Business & Professional Association. "It will be fun to have interactive kids' activities, music, great food and fitness classes for all to participate in."



File photo

Join in the inaugural Open Streets on 50th 1-5 p.m. Sunday, Sept. 27. Experience 50th Street in a new way with entertainment, arts and healthy living.

"We're excited and we wanted to be involved and show that we are here not just as a store, but as part of the community," said Monica Yost, Manager of prAna at 50th & France. She said prAna plans to host some events or activities with a circus theme during Open Streets. "We really want to focus on families."

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

New Lights On France Avenue Installed

New, decorative lighting on France Avenue at 66th, 70th and 76th streets has been installed and is helping to not only illuminate the road, but create a sense of place. The LED lights can display millions of shades of colors and are programmable.

"This provides an opportunity to create a distinct feel and raise awareness for government holidays, charities or special causes in Edina," said Transportation Planner Mark Nolan. He said that most nights, the lights will fade to different shades of green – the City's color – but will change throughout the year.

For example, from Oct. 1 to Nov. 30, the lights will display a fall theme with reds, oranges, yellows and browns. As winter rolls in, the lights will shine a winter theme or blues and whites. Other holidays include Presidents Day, Memorial Day, Independence Day and Veterans Day, when the lights will shine red, white and blue in different light intensities to simulate a waving flag.

"The lighting really gives a certain distinction – like a gateway look and feel, especially for those who are not

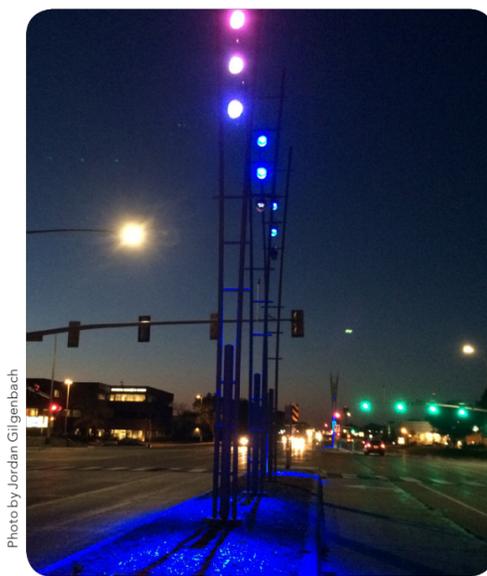


Photo by Jordan Gilgenbach

New, decorative lighting on France Avenue at 66th, 70th and 76th streets can display millions of shades of different colors and will be updated throughout the year.

familiar with the area," said Jerry Cohen, General Manager of Edina Galleria. "It caps the entire [street improvement] project and is a really great addition."

The City will also consider lighting requests from the public. Requests can be made for nondenominational purposes, registered charitable events and events with community significance. Personal occasions and religious observations will not be considered.

"These lights were something the stakeholders thought was important to identify Southdale as a special business district," Nolan said. "Because we can program these lights, it gives the community the opportunity to show their pride of their community and organizations."

To be considered, a request form

must be completed and submitted by a management representative of the organization making the request. The request must be made at least 30 days in advance of the date requested.

A staff committee will review the requests and make decisions based on the nature of the cause, history and background of the organization, cause or event, how the lighting will benefit the cause or event and staff workload to program the lights.

For more information or to make a request, visit www.EdinaMN.gov/Engineering.

Edina Police Department Purchases New Mobile Public Safety Camera

The Edina Police Department has received a \$47,150 donation from the Edina Crime Prevention Fund to purchase a mobile camera system. Edina City Council approved the donation July 21 and the system was delivered in late August. The Mobile Pro Defender Camera System will be used to deter crime through remote monitoring of areas where utility and communication services are limited or non-existent.

"The Edina Crime Prevention Fund is made up of residents and groups within the City, which take steps to prevent crime through funding tools and resources for items that are not in the budget for the Police Department," said Edina Crime Prevention Fund President Jon Barnett. "We asked 'what does [the Department] need, and how can [the Fund] help?' They brought us the budget and pitch for the new mobile camera system."

This tool is desired by the Department because of its versatility and ability to address crime with new, more effective technological means.

"After a formal presentation and field demonstration, the Department and Crime Prevention Fund agreed that this technology would be of great value to the



File photo

residents of Edina through deterring crime, assisting in investigations and increased public safety," said Deputy Chief Jeff Elasky. "I think it's a great piece of technology that will help the Department solve crime problems that normal police tactics have trouble resolving."

The mobile camera system has the ability to sync or collaborate with other pieces of tech, improving the effectiveness and reach of monitoring. The System's mobility allows for use at special events such as the Edina Art Fair, Fourth of July Parade and Fall into the Arts Festival.

"It's a mobile data collection platform that can be outfitted with cameras, audio, speed monitoring devices, license plate readers and more," said Lt. Tim Olson. "[The Department] plans to use this tool where crime has been documented or is a concern, as well as special events. It has the ability to stream audio and video remotely, so we can monitor events from squad cars or in dispatch."

Founded in 1969, the Edina Crime Prevention Fund is a nonprofit corporation that supports such programs as Neighbors' Home Watch, K-9 Unit, bike patrol, foot patrol, motorcycle patrol, Junior Police, Night to Unite and general crime prevention.

For more information, contact Olson at 952-826-0490.

Edina Aquatic Center Wraps Up Successful Season

Lifeguard Jacob Batchelor spends his summers alongside the pool at the Edina Aquatic Center like many other patrons of the facility. However, instead of jumping off the diving board and taking the zip line for a ride, he's making sure every person there is safe.

"Everyone I know who's ever been a lifeguard says it's the best job they've ever had," said Batchelor. "It really is a great job, but it's not one to take lightly. Anyone considering this job should be prepared for the responsibility that comes with it."

Batchelor, who just wrapped up his second summer working for the Aquatic Center, left for college in mid-August, along with many other staff members at the facility. The Aquatic Center closed for the season Aug. 23.

Manager Patty McGrath said this season got off to a great start and never really cooled down.

"Because we had such nice weather in June, people started coming to the pool right away and just kept coming. It was nothing like last year with all the rain and cool days," she said.

As of Aug. 7, daily admissions were up more than 5,500 from last year at that time. The Aquatic Center also saw an increase in revenues this year from opening day through July 31, totaling \$817,118. Revenues in 2014 for the same time frame were \$740,375.

"It's just been a really fun year," said McGrath, who also mentioned some improvements the Aquatic Center will undergo in the off season.

The pool filter, which is more than three decades old, will be replaced this fall. This upgrade will save the facility on heating costs, water and chemicals. McGrath said she's excited about the improvement even though it's a change patrons won't necessarily see. A change pool-goers will notice that's scheduled to happen in



Photo by Kaylin Eidsness

Jacob Batchelor recently finished his second season as a lifeguard at the Edina Aquatic Center.

the next couple years is the replacement of the play structure in the zero depth pool.

"It's still a ways out, but we're always looking for ways to improve and refresh the facility," said McGrath.

While McGrath and Batchelor both said there's something for everyone at the Aquatic Center, McGrath added that one of her favorite parts of the Aquatic Center is seeing the different generations interact.

"You have the grandparents who bring their grandkids, or parents who bring their kids, because the parents grew up going to the pool. I just love that," she said. "There's a loyalty in the community among those who love the Aquatic Center and think about the good times they've had there."

For more information, contact McGrath at 952-833-9542 or visit www.EdinaAquaticCenter.com.

Parks & Rec Rolls Out New Registration System

Registration for fall Edina Parks & Recreation programming opened Aug. 17 and users experienced a new registration system. The new system, called MaxGalaxy, is a product of Edina-based company Maximum Solutions and has several new features designed to make it easier for people to use and sign up for Parks & Recreation services.

"It will be their one-stop shop for everything they'll ever want to do with Edina Parks & Recreation. When they log into their account, they'll be able to view everything they've ever paid for or registered for or booked. So, whether it's reserving a picnic shelter or scheduling a birthday or something at Braemar Arena, everything that they've ever done will be in this system," said Recreation Supervisor Amanda Clarke. "It's also nice for staff to see everything when we pull up their account; we'll be able to provide better customer service."

The City has been using a Maximum Solutions product at Edinborough Park, Edina Aquatic Center, Edina Art Center and Braemar Arena for general point-of-sale transactions and facility scheduling, but now the system will include program registration as well as facility scheduling for other amenities that weren't previously included, such as picnic shelters.

"We're rolling this out to not only the Parks & Recreation office, but also at all of our enterprise facilities," said Parks & Recreation Director Ann Kattreh. "We'll be able to share user data and better market our programs and facilities to our residents because, for the first time ever, we'll be sharing data and user resources."

The City is looking forward to the ease of use and improved functionality that this new system will bring. The previous registration system repeatedly crashed during times of high use in the spring, but MaxGalaxy is designed to handle up to 15,000 users at a time. It also includes new features such as a shopping cart.

"Users will be able to have a shopping cart, so they'll be able to register for multiple programs at once," said Recreation Supervisor Eric Boettcher. Boettcher explained that purchase history from the previous registration system will not be available in this new tool. However, moving forward, users can expect to see their past activity. He also is looking forward to the targeted communication that this system will allow for.

"Now we'll also be able to do marketing based on ages and we can categorize people based on what they've signed up for in the past, rather than just sending an email to everyone," he said. "We should be able to reduce the total number of emails people receive so it's more specific to the information they want."

Before registering for a program or reserving a park space or amenity, users must create an account at www.EdinaMN.gov/parks-recreation-registration. The account is separate from accounts on the general City website.

For more information about MaxGalaxy or registering for programs or facilities, contact the Parks & Recreation Department at 952-826-0367.

Public Art Open for People's Choice Votes



File photo

Nicholas Legeros poses with his sculpture, "Leaping Hare," which won first place in the 2014 People's Choice Awards.

Voting is open for one more month in the annual "People's Choice Awards," recognizing favorites in the annual rotating exhibit of outdoor sculptures.

Every year, Public Art Edina, a working group of the Arts & Culture Commission, asks the public to submit their votes in the People's Choice Awards. Awards are given each year to three of the new public art sculptures in the annual rotating exhibit.

The new sculptures at the Edina Promenade include "La Casa Del Carbonero" by Alfonso Sierralta, "Screw Tail Bass" by Andrew Arend, "Letting Go" by Judd Nelson, "Gravitation II" by Steve Elliott, "3d6+4" by Craig Snyder, "Xuberant! II" by Craig Snyder and "Horns" by Timothy Cassidy. "High and Dry" by Kyle Fokken and "Birds of a Feather" by Judd Nelson are located at 50th & France. "Moose" by Jim Dehne is located at Grandview Square Park.

Last year's People's Choice Awards went to "Leaping Hare" by Nicholas Legeros, located at Grandview Square (first-place winner); "3 Dancing Sand Hill Cranes" by Jim Dehne, at 50th & France (second-place winner); and "Argonaut" by James Bearden, at Grandview Square Park (third-place winner).

"The City just purchased Jim Dehne's '3 Dancing Sandhill Cranes' and it will be relocated to the Edina Promenade," said Edina Art Center General Manager Michael Frey. "[That's noteworthy because] Jim Dehne has another sculpture this year at Grandview Square called 'Moose.'"

All 10 sculptures in the rotating exhibit will be on display through May 2016. The first-place award winner will receive \$1,000, the second-place award winner will receive \$750 and the third-place winner will receive \$500. The People's Choice Award recipients will also be invited to exhibit their sculptures for an additional year for which they will each receive honorariums of \$500.

"[The public art in Edina] is fun and it adds so much to the quality of life in Edina. It promotes Edina as a top-quality city in the state," explained Public Art Working Group Chair Barbara La Valluer. "I love doing it and I love working with the artists."

Through Sept. 30, the public can vote for their favorite sculpture. Votes are being collected through the Edina mobile app, Edina To Go, or in person at the Edina Senior Center, Centennial Lakes Park, Edinborough Park and the Edina Art Center. Only one vote per person will be counted.

La Valluer also encourages residents to contribute financially to the public art program in Edina. In addition to online donations at www.EdinaMN.gov/epac-yourart, residents can elect to contribute through a recurring donation on their utility bills.

Public Art Edina encourages community members to visit each display in person. All sculptures will be actively marketed for purchase by Public Art Edina 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.

Upcoming Events

Tuesday, Sept. 1, 7 p.m.
City Council Meeting, Edina City Hall

Tuesday, Sept. 1, 6:30 p.m.
Community Health Commission Meeting, Edina City Hall

Monday, Sept. 7
Labor Day; City Hall closed

Tuesday, Sept. 8, 7 p.m.
Park Board Meeting, Edina City Hall

Tuesday, Sept. 8, 7 p.m.
Heritage Preservation Board Meeting, Edina City Hall

Wednesday, Sept. 9, 7 p.m.
Planning Commission Meeting, Edina City Hall

Thursday, Sept. 10, 7 p.m.
Energy & Environment Commission Meeting, Edina City Hall

Saturday, Sept. 12-Sunday, Sept. 13
Fall into the Arts Festival, Centennial Lakes Park

Wednesday, Sept. 16, 7 p.m.
City Council Meeting, Edina City Hall

Thursday, Sept. 17, 5-8 p.m.
Opening reception for 31st-annual Members' Juried Art Show, Edina Art Center

Thursday, Sept. 17, 6 p.m.
Transportation Commission, Edina City Hall

Saturday, Sept. 19, 9 a.m.
Walk with the Mayor, Pamela Park

Thursday, Sept. 24, 4:30 p.m.
Arts & Culture Commission Meeting, Edina City Hall

Sunday, Sept. 27, 1-5 p.m.
Open Streets on 50th, West 50th Street between Browndale and Beard avenues

Tuesday, Sept. 29, 7 p.m.
Humans Rights & Relations Commission Meeting, Edina City Hall

Wednesday, Sept. 30, 7 p.m.
Planning Commission Meeting, Edina City Hall

Edina, St. Louis Park Closer to Purchasing Weber Woods

After several months of negotiations, the cities of Edina and St. Louis Park are closer to purchasing the "Weber Woods" property from the City of Minneapolis.

The property, 3940 France Ave. S., was purchased by the City of Minneapolis in the 1920s for its municipal water utilities. The 15-acre site sits on the border of Edina and St. Louis Park.

City Manager Scott Neal said Edina and St. Louis Park made inquiries about purchasing the property in the 1990s and 2000s. In 2014, Minneapolis finished a long-term planning process for its water utilities and determined it no longer needs the property and pumping station. It approached the two cities to see if they would purchase the land. If not, the City of Minneapolis intended to sell it for residential property, which could net 20 to 30 lots.

"Ten acres of undeveloped, open space in Edina is a rare and valuable resources," Neal said. "When the City of Minneapolis gave us the choice to either buy it or watch them sell it off for a new housing development, it really crystallized the importance of the City acquiring the land to preserve it for current and future residents."

After several appraisals, offers and negotiations, a price was finally agreed upon. In July, the Minneapolis Ways and Means Committee and City Council recommended the property be sold to Edina and St. Louis Park. Edina's share of the purchase will be about \$1.07 million for its two-thirds of the site – about 10 acres.

"We don't have a plan for how the land will be used, but we have said that we will commit ourselves to use it to serve two purposes – park and open space and storm water management," Neal said.

At press time, the three cities were in final negotiations of the purchase agreement.

For more information, visit contact Neal at sneal@EdinaMN.gov or 952-826-0401.



STREET SMARTS

SHOW THE RIGHT BEHAVIOR

Watch for other street users when making right turns.

www.EdinaMN.gov



our streets connect us all



Tri-City Partners for Healthy Communities



Made possible through support from the Statewide Health Improvement Program, Minnesota Department of Health.