

# Edition: Edina

Volume 3, Issue 5

## 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

## Speak Up, Edina!

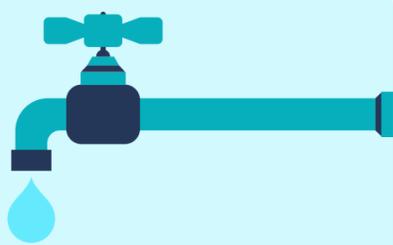
The City's next online discussion is now available at [SpeakUpEdina.org](http://SpeakUpEdina.org). The discussion, which focuses on recycling, is available until July 11.

The City of Edina currently provides single-hauler recycling pick-up for residents. Residents are provided with a rolling cart to store recyclables, and recycling is picked up every-other week. If needed, residents may request a second cart at no additional charge. Residents are charged \$6 per quarter for recycling services, payable with their quarterly utility bills from the City.

In the discussion, the City asks if residents think the current cart sizes and pick-up schedules are adequate for their recycling needs; whether they would be willing to pay more for weekly pick-up of recycling and, if so, how much more per quarter they would be willing to pay; and if environmental impact of a weekly pick-up versus bi-weekly pick-up is important to them. Feedback from this discussion will be compiled and presented to the City Council July 19.

This month, the City has been gathering feedback on 50th & France. In the discussion, the City asks whether residents visit 50th & France and how often they visit, what they like most about the district, what they think of the events hosted there, and if there are any business types or industries that are missing from the 50th & France mix that the City could help recruit. The discussion is open until June 13. Feedback from this discussion will be compiled, shared with staff and the 50th & France Business & Professional Association, and presented to the City Council June 21.

To weigh in on a discussion, visit [SpeakUpEdina.org](http://SpeakUpEdina.org).



## Change in Water Consumption Measurement Will Take Place in Late 2016, 2017

To help residents better understand their water usage, the City is changing the way it measures water consumption. The City will convert the unit of measurement on water and sewer bills from 100 cubic feet to 1,000 gallons as the unit of measurement.

Assistant Finance Director Kyle Sawyer says the reason behind the change is that most people have an idea what a gallon is, but struggle to visualize a cubic foot.

"We all buy products in gallons. We don't buy milk in cubic feet, for example, so it's hard for people to understand that unit of measurement," he said.

The testing of the new billing system will occur later this year. The conversion will be completed in phases throughout this year and into 2017.

For more information, contact Sawyer at 952-826-0420 or [ksawyer@EdinaMN.gov](mailto:ksawyer@EdinaMN.gov).



Photo by Krystal Caron

## Taste of Edina

Dave Richardson from Phillips Distributing explains the difference between Joel Gott Chardonnay, SeaGlass Pinot Grigio and Seven Daughters Moscato at the annual Taste of Edina. More than 500 people attended the sold-out event May 12 to taste dishes from Edina's restaurants and hundreds of wines, beers and liquors from Edina Liquor's suppliers. The event also helped kick off Edina Liquor's Spring Sale, which ends May 31.

## Edina Art Fair Celebrates 50 Years

The Edina Art Fair, Minnesota's first art fair of the year, kicks off its 50th anniversary Friday, June 3. The three-day event features hundreds of artists' art on display and for sale. An estimated 200,000 people will attend the Edina Art Fair this year to celebrate 50 years of art at 50th & France.

"It's really fun being the first art fair of the year because you get to see all the fresh new art," said Rachel Thelemann, Director of the 50th & France Business & Professional Association, which organizes the event.

The event was first held in 1966 and was called the "Edina Art & Book Festival." The book-and-craft festival had just a few participants. Since then, it has grown to 300 artists from all around the country and Canada. The Edina Art Fair has also received accolades from Art Fair Source Book and Sunshine Artist Magazine.

"Our close working relationship with the artists and businesses has been great in helping to grow the Art Fair and keep it successful year after year," Thelemann said. "It's grown into something that brings tourists and art lovers into 50th & France and really helps put us on the map."

Artist booths feature a variety of art mediums, including ceramics, glass, wood, jewelry, mixed media, photography, fine art, wearables and sculptures.

The Edina Art Center will have a booth near the Kids Zone in the Edina 5-0 parking lot at the Edina Art Fair, where it will showcase student-made pottery available for purchase. Art Center instructors will also have clay-throwing demonstrations on a pottery wheel.

"It's a great way for the Art Center to be part of this amazing event that has been going on for 50 years," said



Photo by Jordan Gilgenbach

The Edina Art Fair celebrates its 50th anniversary at 50th & France June 3 to 5. The Edina Art Center is among the 300 artist booths at this year's event.

Michael Frey, General Manager of the Edina Art Center. "Everyone loves watching pottery wheel demonstrations. It's a good way to display the types of classes we have at the Art Center."

A variety of businesses and restaurants will offer specials or sales for the Art Fair.

The Edina Art Fair is designed for the entire family. Entertainment for kids will be held in the Kids Zone with puppeteers, arts and crafts and musical performances, including the Teddy Bear Band. The Kids Zone will also host an

interactive community art project 10 a.m. to 2 p.m. Friday and Saturday.

For adults 21 and older, the Edina Grill Beer Garden, located in the Edina 5-0 parking lot, will have extended hours, open until 10 p.m. with refreshments, including taps of #50, a special beer by Freehouse. Visitors can also enjoy music and entertainment there.

A new addition this year is the Edina Art Fair Cook-off. The competition will put chefs from 50th & France's Cocina Del Barrio, Coconut Thai, Cooks of Crocus Hill and Red Cow head-to-head in creativity, use of beer, taste and other categories. The competition takes place Saturday, June 4, at Cooks of Crocus Hill.

"There is so much going on for everyone to enjoy," said Thelemann. "It's fun to see people enjoy 50th & France and all the art on display."

The Edina Art Fair is open 10 a.m. to 7 p.m. Friday, June 3 and Saturday, June 4, and 10 a.m. to 5 p.m. Sunday, June 5. The Edina Grill Beer Garden is open 11 a.m. to 10 a.m. Friday and Saturday and 11 a.m. to 4:30 p.m. Sunday.

For more information, visit [edinaartfair.com](http://edinaartfair.com).

## Donation Carries On Resident's Legacy

Kathy Lewis loved to play tennis. Now, a donation made in her name will ensure others can enjoy the game at a local park.

The Edina City Council recently accepted a donation from Edina resident Pat Lewis and his family to make improvements at Creek Valley School Park in memory of his late wife, Kathy. The Lewis family and friends donated funds to the City to add a permanent sun shelter, memorial bench and drinking fountain near the tennis courts at the park, 6301 Gleason Road. The cost of these new amenities will be completely covered by the \$31,445 donation.

"Kathy was a tennis advocate, and she loved the game, and loved playing at Creek Valley with friends since it was close to her home," said Pat Lewis. "If we can continue to promote the game of tennis with these amenities that are attractive to people, that's what we want to do."

Pat said Kathy played tennis at Creek Valley School Park several days each week. Kathy

continued to play tennis there until about one month before she died on July 2, 2015, after a 10-year battle with cancer.

"We were blessed with a lot of great friends who contributed money to build this structure in her name," Pat Lewis said. "We are very proud they were able to donate on her behalf and keep [her legacy] going for a long time."

"We are very appreciative of the Lewis family's donation," said Assistant Parks & Recreation Director Susan Faus.

"We were very excited when they approached us with this idea, and are glad to be able to provide new amenities for the community while preserving Kathy Lewis' memory."

The donation aligns with the need for more gazebos, shelters and outdoor gathering spaces identified in the Parks, Recreation and Trails Strategic Plan. Construction is anticipated to begin in early summer and be completed by the end of July.

For more information, contact the Parks & Recreation Department at 952-826-0367.



The City recently accepted a donation of a sun shelter, memorial bench and drinking fountain to be constructed at Creek Valley School Park. The additions will be located just west of the tennis courts, approximately where the orange box is above.

## City Manager Brings Viewers 'On The Job'

City Manager Scott Neal is giving viewers an insider's view of some employees' jobs in a new monthly Edina TV program, "On the Job."

In each short episode, Neal interviews City employees and tries his hand at part of their job. The first episode debuted in April, featuring a Zamboni driver. This month, Neal fielded a call as a 911 Dispatcher.

"I hope viewers develop a better understanding about the employees who help keep Edina's city services running effectively and efficiently both behind the scenes and out in full view," said Neal. "I believe that if our residents know more about the smart, hardworking people who work for the City of Edina, they will appreciate the work effort of City employees and be more patient with us when we are solving problems in the community."

Director of Communications & Technology Services Jennifer Bennerotte first brought the idea to start the video series to Neal.

"I had seen a lot of other cities with similar videos and I thought it was a neat way to highlight City staff and their unique jobs," Bennerotte said. "The City has hundreds of employees, all holding a wide variety of positions and responsibilities. We're hopeful 'On The Job' will give residents a better understanding of the work that City employees do."

"We want to make sure we cover all of the departments and keep it fresh and relevant. Some jobs, like an accountant for instance, might be harder to capture, so getting creative with how to show those jobs on camera

Photo by Scott Denfeld



City Manager Scott Neal interviews Braemar Arena employee Nikki Spiess about driving a Zamboni on the first episode of "On the Job."

will be another challenge," explained Video Production Coordinator Scott Denfeld, who serves as producer.

Since the first episode aired in April, "On The Job" has been the best-received show on Edina TV to date.

"This show has two to three times the number of online views that our other shows have," said Denfeld. "It definitely has appeal."

Neal looks forward to filming upcoming episodes

and continuing to incorporate a wide variety of positions into the program.

"I have a lot of things I want our residents to see in the show. I want to fill a pothole, mow a green at Braemar Golf Course, do a framing inspection on a new house, show people how water is treated, do a plan review..." Neal said. "There is lots more to do!"

"Besides giving the public a closer look at the daily work of City employees, I think it gives residents a better sense of who their City Manager is," Bennerotte said. "They can see more of his personality on the show."

"On The Job" airs on the first day of each month on Edina TV, available to Comcast subscribers on channels 813 and 16. The show can also be watched on Edina TV's YouTube channel, and on the City's website and Facebook page.

To learn more about Edina TV and view episodes of "On The Job," visit [EdinaMN.gov/EdinaTV](http://EdinaMN.gov/EdinaTV). For more information contact Denfeld at 952-903-5776 or [sdenfeld@EdinaMN.gov](mailto:sdenfeld@EdinaMN.gov).

## City Hires New Crime Analyst

The Edina Police Department has hired Joel Bonstrom as its new Crime Analyst.

The position of the crime analyst has been evolving into a prominent role in police departments around the country. In recent years, local police departments have found that crime analysts working with local agencies, conducting social media and other types of network searches has been critical in helping investigators solve crimes.

"We've been trying to move ourselves forward," said Sgt. Kevin Rofidal. "There are few cities our size that have this position. In a few years, I think you'll find this position in all police departments."

Bonstrom, who grew up in Edina, has a degree in criminology from the University of Minnesota – Duluth and a master's degree in software systems from the University of St. Thomas. His past employment includes jobs with Woodland Hills Juvenile Correction Facility, Public Safety Department at the University of St. Thomas and, most recently, Magenic Technologies Inc.

"I happened to come across the job posting while I was on vacation and the description sounded really appealing to me," said Bonstrom, who was one of 170 people to apply for the position. "It's a great opportunity to combine both my technical and law enforcement backgrounds."

"Joel was a unique candidate because he grew up in Edina," said Rofidal. "He knows the streets, the businesses ... He's familiar with the area. That is definitely

an advantage coming in. With his software/computer analytical background, as well as some police department background, it was a nice blend of a lot of things."

The primary tasks of the crime analyst include compiling data and statistics, analyzing calls for service, identifying crime trends, monitoring predatory offenders, updating crime maps, compiling the weekly crime report and more.

In his first week on the job, Bonstrom began training with the Bloomington and Eden Prairie police departments, which both have crime analysts.

"These departments are a great example of networking and leadership for this position," Rofidal said. "I think in law enforcement in the last few years we've gotten good

at solving crimes when it comes to networking and social media. You start to see crime trends linked from city to city and links to associates and accomplices through social media."

The crime analyst works with surrounding agencies, including the Minnesota Sheriff's Department, to identify patterns and trends in crime. By doing so, they hope to stop crime from happening before it reaches their city.

"It's all about the bigger picture," said Bonstrom. "You have to look at a wide range of things. I look forward to playing a role in investigations and contributing to my city."

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



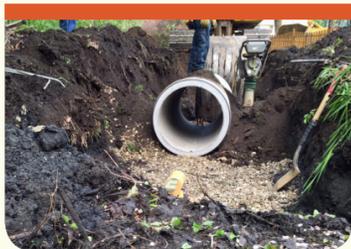
Crime Analyst Joel Bonstrom began work for the Police Department April 29.

Photo by Dietrich Nissen

### By the Numbers: Edina's Infrastructure



Edina's infrastructure – streets and curbs, storm and sanitary sewers, bridges, walking paths and sidewalks, water mains, hydrants, pumping stations and wells – form the physical backbone of the City.



**127** Edina has 127 miles of storm sewer mains, 11 storm sewer lift stations and 150 ponds and wetlands.

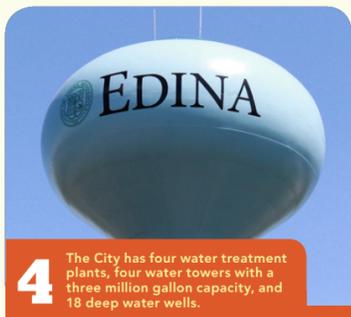
**194** Miles of sanitary sewer mains and 23 sanitary lift stations.



**230** The City has 230 miles of roadway.



The City has 2,000 fire hydrants; 13,800 service connections and 11,800 manholes.



**4** The City has four water treatment plants, four water towers with a three million gallon capacity, and 18 deep water wells.

## Upcoming Events

**Monday, May 30**  
Memorial Day, City Hall closed

**Thursday, June 2, Sunset**  
Movie in the Park, "Pan," Centennial Lakes Park  
Head over to Centennial Lakes Park with a blanket and snuggle up with your family for a favorite feature film. Free movies are typically shown Thursday nights during the summer.

**Friday, June 3, 10 a.m.-10 p.m.**  
Edina Art Fair, 50th & France  
Celebrating its 50th year, the Edina Art Fair features the top 300 fine artists from the United States and Canada. This highly anticipated event has been ranked No. 1 in Minnesota and has been named one of the top fine arts fairs in the nation.

**Saturday, June 4, 10 a.m.-10 p.m.**  
Edina Art Fair, 50th & France

**Saturday, June 4, 10 a.m.**  
Edina Aquatic Center opens for the season

**Sunday, June 5, 10 a.m.-5 p.m.**  
Edina Art Fair, 50th & France

**Tuesday, June 7, 7 p.m.**  
City Council Meeting, Edina City Hall

**Wednesday, June 8, 7 p.m.**  
Planning Commission Meeting, Edina City Hall

**Thursday, June 9, 7 p.m.**  
Energy & Environment Commission Meeting, Edina City Hall

**Thursday, June 9, Sunset**  
Movie in the Park, "The Good Dinosaur," Centennial Lakes Park

**Sunday, June 12, 11 a.m.**  
Parade of Boats, Centennial Lakes Park

**Monday, June 13**  
Summer Parks & Recreation Programs Start

**Monday, June 13, 6:30 p.m.**  
Community Health Commission Meeting, Edina City Hall

**Tuesday, June 14, 7 p.m.**  
Park Board Meeting, Edina City Hall

**Tuesday, June 14, 7 p.m.**  
Heritage Preservation Board Meeting, Edina City Hall

**Thursday, June 16, 3 p.m.**  
Centennial Lakes Farmers Market, Centennial Lakes Park  
The weekly 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. Although products vary weekly, you can expect to find items such as sweet corn, beans, potatoes, melons, strawberries, apples, pears, peppers, fruit, salsas, jams, honey, beef, pork, lamb, poultry, eggs, jerky, cheeses, breads, confections and much more!

**Thursday, June 16, 6 p.m.**  
Transportation Commission Meeting, Edina City Hall

**Thursday, June 16, Sunset**  
Movie in the Park, "Cinderella," Centennial Lakes Park

**Saturday, June 18, 9 a.m.**  
Walk with the Mayor, Bredesen Park

**Tuesday, June 21, 7 p.m.**  
City Council Meeting, Edina City Hall

**Wednesday, June 22, 7 p.m.**  
Planning Commission Meeting, Edina City Hall

**Wednesday, June 22, 7 p.m.**  
Wine & Canvas Wednesday, Braemar Golf Course

**Thursday, June 23, 3 p.m.**  
Centennial Lakes Farmers Market, Centennial Lakes Park

**Thursday, June 23, 4:30 p.m.**  
Arts & Culture Commission Meeting, Edina City Hall

**Thursday, June 23, Sunset**  
Movie in the Park, "Bridge of Spies," Centennial Lakes Park

**Tuesday, June 28, 7 p.m.**  
Human Rights & Relations Commission, Edina City Hall

**Thursday, June 30, 3 p.m.**  
Centennial Lakes Farmers Market, Centennial Lakes Park

**Thursday, June 30, Sunset**  
Movie in the Park, "Star Wars: The Force Awakens," Centennial Lakes Park

## STREET SMARTS

**MOTORISTS & BICYCLISTS ARE DIFFERENT, BUT EQUAL. FOLLOW THE LAW.**

Get more tips for Motorists, Bicyclists and Pedestrians at [EdinaMN.gov/Street\\_Smarts](http://EdinaMN.gov/Street_Smarts).

our streets connect us all