

OFFICE OF THE CITY MANAGER

DATE: APRIL 18, 2014
TO: MAYOR AND CITY COUNCIL
FROM: SCOTT H. NEAL, CITY MANAGER
RE: FRIDAY REPORT FOR APRIL 18, 2014

FRIDAY REPORT



1. Recognition – Five City of Edina communications projects have been selected by the National Association of Government Communicators (NAGC) for 2014 Blue Pencil or Gold Screen Awards. Our employee newsletter, City Slick; new Braemar Arena brochure; “Enterprise: Edina,” “The Detective,” a public service announcement on ways to find water leaks; and website are all up for awards, competing against local, state and federal government agencies of all sizes. The NAGC announces its first- and second-place winners and Awards of Excellence in the various categories at the Blue Pencil & Gold Screen Awards Banquet on Thursday, June 12, at the National Press Club in Washington, D.C. Congratulations to our Communications staff for this recognition of their excellent work!
2. 9-1-1 – April 13-19 is National Public Safety Telecommunicators Week. We’ve got an excellent group of employees in that division of the Police Department.
3. Ice Arena News – It may be (finally) warming up outside, but activity levels at Braemar Arena are still going strong. The Minnesota High Performance 15’s (the top girls and boys who were born in 1999) come together to compete and earn their spots at the Minnesota High Performance Camp, which we host at Braemar. The first weekend in May is the Annual Braemar-City of Lake Figure Skating Show and the Minnesota Made Stars and Stripes Tournament. May 8-11, we host “The Clash,” a showcase tournament for top girls teams at all ages. May 16-19, we host Minnesota Showcase Independent Classic. Last year, these five tournaments generated \$85,000 in ice sales and concessions revenues. We expect similar results this year.
4. Xerxes Avenue Project Meetings – The Hennepin County Engineer’s Office will facilitate two neighborhood meetings to discuss some proposed improvements to Xerxes Avenue. The meetings will be held at Edina Community Lutheran Church from 6:30 to 8 pm on April 23 for the phase of the project from Crosstown to 60th Street and on April 28 for the phase of the project from 60th Street to Minnehaha Creek.
5. Edina Liquor – Sales through the end of the first quarter were up \$26,153.04, or 0.9 percent over sales for the same period in 2013. Total Wine and Spirits is resubmitting its application a Bloomington liquor license which will further delay the potential opening of a store near Trader Joe’s on France Ave.

Edina Liquor staff are working hard to prepare for the annual spring sale, which starts May 5, and Taste of Edina, which will be held 4:30 to 7:30 p.m. Thursday, May 15 at Westin Galleria Edina.

6. Community Vision – We received 10 responses to a request for information for consulting services to assist with the community vision process. Staff will interview eight of the consulting teams on April 20 and May 2.

7. Edina Film Festival – The Edina Film Festival group is analyzing objective and performance measures for the past three years. In 2013, ticket sales increased 69 percent to 573 sold. Profits increased by 56 percent to \$4,600. There was also a significant increase in advertising and promotion, up 56 percent. The Film Festival has spent approximately \$24,000 to raise \$8,200 over three years. The objectives being analyzed are: fundraiser for the Edina Art Center, awareness for the Art Center, community building event or a stand-alone film festival. There are 24 Film Festivals in the Twin Cities in addition to ongoing programs and out-state programs. Many occur at the same time as the Edina Film Festival. The group is considering possible relocation to the Fick Auditorium at Edina High School, and possible refocus on type of films.
8. Aquatic Center – Summer will come. It must. Work will begin on April 15 to prepare the Aquatic Center for the upcoming season, which runs from Saturday, June 7 through Sunday, Aug. 25.
9. Centennial Lakes Park – The ice is finally off of Centennial Lake and the spring cleanup has begun. A new dock system for the paddleboats is scheduled to be installed next week, with four new paddleboats arriving shortly thereafter.
10. Jerry's Parking Ramp – Engineering staff met with many of the businesses near Jerry's Foods to discuss operations of the parking ramp. Staff has received comments about the number of three-hour parking spaces on the middle level of the ramp. Staff has completed a parking study for both the upper and middle levels and will be presenting that data and collected input from these stakeholders. Staff will provide an update to Council after all data has been collected and analyzed including comments from the Police Department.
11. Edinborough Park Lighting – The LED Lighting Project is now completed. The "Daylight" LED lights are providing excellent light quality and a noticeable difference in the park. With the May utility billing cycle, we will begin to see the savings in energy cost and consumption. That savings is expected be around \$4,000 per month.
12. Alley Paving – Engineering staff met with property owners along the alleys between Xerxes and York Avenues between 54th and 56th Streets. Last November, the City Council received a petition from this area to re-pave the alley between 55th and 56th streets. Due to the condition of the alley one block north, staff also invited and took comments from those individuals. Staff presented details on how the project could be completed, estimated assessments and timeframes. The response from those attending the meeting was in support of the project.
13. Nine Mile Creek Trail Update – Preliminary engineering efforts to date have confirmed a needed modification to the preferred route shown in the trail master plan. The trail was proposed to pass underneath U.S. Highway 169, extending from the segment of paved trail that was constructed in 2012. As the Park District began our preliminary engineering analysis, it became evident that the proposed route under Highway 169 is not feasible due to flood levels in Nine Mile Creek and other vertical constraints.

Four alternative routes were analyzed: two bridge crossings, an alignment adjacent to Highway 169, and the preferred alignment along the east side of Opportunity Court/Smetana Drive. The two bridge crossing alternatives are prohibitively expensive and not a wise use of public funds given that there is an existing crossing of Highway 169 at Bren Road. The alternative route along Highway 169 would require additional easements, would impact the City's storm water pond/wetland, and would not provide for an enjoyable trail user experience. One benefit of the new route is the closer proximity to the Southwest LRT Opus Station. That station will be a bikeable 0.6 miles from the regional trail location at Smetana/Londenderry intersection.