

Edina Neighborhood Identification Steering Committee
Community Room
Wednesday, April 25, 2012 – 6:30 PM

Members Present: Brozic, Carlson, Dornblaser, Erickson, Janovy, Miller, Moore, Persha and Chair Melton

Staff Present: Karen Kurt, Assistant City Manager; and Susan Howl, Administrative Assistant

I. MOTION by Member Brozic to approve the NISC minutes of March 28, 2012, was seconded by Member Erickson.

**Ayes: Brozic, Carlson, Dornblaser, Erickson, Janovy, Melton, Miller, Moore and Persha.
MOTION CARRIED.**

II. Council Work Session Debrief

As a result of the Work Session with the City Council on April 3rd, the Committee questioned a concern expressed about having all three community-wide meetings at the same place, suggesting Southdale Library as an option. Assistant Manager Kurt will schedule time to visit the library and confirm the Council's suggestion before a change is made. The Committee expressed that the Senior Center is a centralized location.

MOTION by Member Brozic to keep all three community-wide meetings at the Senior Center if agreeable with the City Council was seconded by Member Carlson.

**Ayes: Brozic, Carlson, Dornblaser, Erickson, Janovy, Melton, Miller, Moore and Persha.
MOTION CARRIED.**

III. Review of Publicity Plan

Assistant Manager Kurt reported that City tools, branding and press releases will be useful resources for publicity. A blog will also be a way to communicate with a different voice, and "Speak Up" will be a method for posting documents. Venues for consideration are the 4th of July Parade, the Edina Art Fair and the fireworks. Churches could display posters on their bulletin boards. The City of Edina Communications staff will be able to distribute posters through the community.

Sample posters were reviewed, which showed campaign branding with a theme "Name Your Neighborhood." Wordsmithing took place, and Assistant Manager will work with the Communication Department for ideas about editing the posters.

The Communications Department will help the Committee create a blog, and Assistant Manager Kurt has written the kick-off material. She distributed a list of potential blog topics, and Members Brozic, Janovy, Melton, Miller and Persha also offered to contribute during the month of May and send their blogs to Assistant Manager Kurt. The blog itself will be interactive—i.e. comments can be made, and staff will be able to monitor the site.

The Survey Team (Members Ericksen, Janovy, Melton and Miller) will meet to review the survey data, pulling out names with phone numbers and organization names. Staff will create an e-mail list.

IV. May 30th City-Wide Meeting

- Chair Melton will introduce NISC to the audience in a theater setting.
- The PPT presentation will be modified: 1) "Name Your Neighborhood" will be added; 2) meeting agenda added; 3) instructions for break-out groups added; 4) refocus on why the audience is there, benefits of neighborhood associations, who NISC is, and the meeting process.
- There will be special nametags for NISC Members.
- Chair Melton and Member Brozic will handle the PPT presentation.
- Committee Members will be assigned to specific quadrants.
- Chair Melton and Member Brozic will act as floaters/roamers.
- After this first meeting, the Committee will determine the number of homes within different boundaries.
- The expectation of a large disparity of population should not present a problem.
- A standard agenda will be created for each quadrant facilitator.
- The quadrant facilitator will be "native" to his/her specific quadrant:
 - NE—Brozic, Dornblaser, Ericksen, Janovy, Melton, Miller
 - SE—Moore and Persha
 - NW—Carlson
 - SW—Erickson and Harter

V. Next NISC Meeting

It was unanimously approved to change the next meeting date from May 9th to May 2nd and to hold this meeting at the Senior Center at 6:30 PM for a trial run of the first City-wide community meeting on May 30th.

VI. Assignments

- The Survey Team will meet before the May 2nd NISC regular meeting.
- Member Brozic will create a facilitator agenda.
- Member Persha will investigate the tables at the Senior Center.
- Blog assignments will be communicated to Assistant Manager Kurt.
- The PPT presentation will be revised before the May 2nd meeting.

VII. Adjournment

There being no further business, the April 25th meeting was adjourned at 8:15 PM.