

AboutTown

Official Magazine of the City of Edina



AboutTown

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informed of news, activities and programs that are
important to them. We include articles of interest about our
residents and community history as well.

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About Town Calendar

January 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--|---|---|---|--|--|
| | | | | 1 New Year's Day. City Hall closed. No classes for Edina Public Schools. | 2 City Hall closed. No classes for Edina Public Schools. | 3 |
| 4 | 5 No classes for Edina High School. | 6 6:30 p.m., Community Health Committee, Edina City Hall. 7 p.m., City Council, Edina City Hall. | 7 | 8 Noon, Teddy Bear Band, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall. | 9 1 p.m., Fox & Swing Dance, Edina Senior Center. | 10 8:30 a.m., Quinn's Cup Hockey Jamboree, Centennial Lakes Park. 10 a.m., The Author's Studio featuring Cary Griffith's "Wolves," Edina Art Center. |
| 11 1 p.m., Winter Ice Festival, Centennial Lakes Park. 7 p.m., River City Jazz Orchestra, Edinborough Park. | 12 7 p.m., School Board, Edina Community Center. 7 p.m., Edina PCN event: "Digital Consciousness," South View Middle School. | 13 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. | 14 7 p.m., Planning Commission, Edina City Hall. | 15 Noon, Wendy's Wiggle, Jiggle & Jam, Edinborough Park. 6 p.m., Transportation Commission, Edina City Hall. | 16 Edina Family Center 2015-2016 school year catalog is posted online. 1 p.m., Billiard Clinic for Women, Edina Senior Center. | 17 |
| 18 7 p.m., CC Septet, Edinborough Park. | 19 Martin Luther King Jr. Day. City Hall closed. No classes for Edina Public Schools. | 20 No classes for Edina Public Schools (Grades PreK-9). 7 p.m., City Council, Edina City Hall. | 21 | 22 Noon, Will Hale & The Tadpole Parade, Edinborough Park. 4:30 p.m., Arts & Culture Commission, Edina City Hall. | 23 7 p.m., Edina High School One-Act Play, Edina High School. | 24 7 p.m., Edina High School One-Act Play, Edina High School. |
| 25 7 p.m., The First John Philip Sousa Memorial Band, Edinborough Park. | 26 7 p.m., School Board, Edina Community Center. | 27 6 p.m., Edina High School Orchestra Pajama Concert, Edina High School. 7 p.m., Human Rights & Relations Commission, Edina City Hall. | 28 7 p.m., Planning Commission, Edina City Hall. | 29 Noon, Paul Spring Music, Edinborough Park. | 30 7 p.m., Edina High School Winter Play, Edina High School. | 31 7 p.m., Edina High School Winter Play, Edina High School. |

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About Town Calendar

February 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|--|--|---|---|--|---|
| 1 7 p.m., Rum River Brass, Edinborough Park. | 2 11:30 a.m., Edina Education Foundation Show & Tell Lunch, St. Patrick's Church. | 3 6:30 p.m., Community Health Committee, Edina City Hall. 7 p.m., City Council, Edina City Hall. | 4 Two-hour late start for Edina Public Schools. | 5 | 6 | 7 2 p.m., All-City Orchestra Concert, South View Middle School. 5:30 p.m., Edina Family Center Gala, Westin Galleria Edina. |
| 8 7 p.m., Calico Jazz Combo, Edinborough Park. | 9 5 p.m., School Board workshop, Edina Community Center. | 10 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. | 11 7 p.m., Planning Commission, Edina City Hall. | 12 Noon, Richardson Nature Center Live Animal Tour, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall. | 13 2:30 p.m., Valentine Dance, Edina Senior Center. | 14 10 a.m., The Author's Studio featuring Kristin Makhholm's "Modern Spirit, the Art of George Morrison," Edina Art Center. |
| 15 7 p.m., Golden Valley Orchestra, Edinborough Park. | 16 Presidents Day. City Hall closed. No classes for Edina Public Schools. | 17 7 p.m., City Council, Edina City Hall. No classes for Edina Public Schools. | 18 | 19 Noon, Brodini, Edinborough Park. 6 p.m., Transportation Commission, Edina City Hall. | 20 4:30 p.m., Countryside Elementary Science Fair, Countryside Elementary School. 7 p.m., Edina High School Pops Concert, Edina High School. | 21 7 p.m., Edina High School Pops Concert, Edina High School. |
| 22 7 p.m., The First John Philip Sousa Memorial Band, Edinborough Park. | 23 7 p.m., School Board, Edina Community Center. | 24 7 p.m., Human Rights & Relations Commission, Edina City Hall. | 25 7 p.m., Planning Commission, Edina City Hall. | 26 Noon, Wonderful World of Woody, Edinborough Park. 4:30 p.m., Arts & Culture Commission, Edina City Hall. | 27 7 p.m., Edina High School Pops Concert, Edina High School. | 28 7 p.m., Edina High School Pops Concert, Edina High School. |
| | | | | | | |

About Town Calendar

March 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|--|--|--|---|--|--|
| 1 7 p.m., Eden Prairie Community Band, Edinborough Park. | 2 7 p.m., Edina PCN Event: "Parenting Different Personality Types," South View Middle School. 7 p.m., State of the Community, Edina City Hall. | 3 6:30 p.m., Community Health Committee, Edina City Hall. 7 p.m., City Council, Edina City Hall. | 4 | 5 | 6 No classes for Edina Public Schools. | 7 |
| 8 7 p.m., Zuhrah Shrine Band, Edinborough Park. | 9 | 10 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. | 11 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Former Public Works Site Re-Use Discovery Session, Edina Senior Center. | 12 Noon, Richardson Nature Center Live Animal Tour, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall. | 13 | 14 10 a.m., The Author's Studio featuring "A Festival of Crime" anthology of local crime writers, Edina Art Center. |
| 15 7 p.m., Star of the North, Edinborough Park. | 16 7 p.m., School Board, Edina Community Center. | 17 7 p.m., City Council, Edina City Hall. 7 p.m., Edina Public Schools Jazz Concert, South View Middle School. | 18 | 19 Noon, Jack Pearson Musician & Storyteller, Edinborough Park. 6 p.m., Transportation Commission, Edina City Hall. | 20 7 p.m., Valley View Middle School Spring Musical, Edina High School. | 21 7 p.m., Valley View Middle School Spring Musical, Edina High School. |
| 22 7 p.m., Hopkins Westwind Concert Band, Edinborough Park. | 23 | 24 7 p.m., Human Rights & Relations Commission, Edina City Hall. | 25 7 p.m., Planning Commission, Edina City Hall. | 26 Noon, Bob the Beachcomber, Edinborough Park. 4:30 p.m., Arts & Culture Commission, Edina City Hall. | 27 Two-hour late start for Edina Public Schools (no ECSE or ECFE). | 28 |
| 29 7 p.m., The First John Philip Sousa Memorial Band, Edinborough Park. | 30 No classes for Edina Public Schools. | 31 No classes for Edina Public Schools. | | | | |

Winter Calendar Highlights

Other Dates To Remember

- Jan. 8** 7 p.m., Edina High School Jazz Band Concert, Edina High School.
- Jan. 12** 6 p.m., Edina Public Schools' Kindergarten Choice program forms due.
- Feb. 12** 8 p.m., Edina High School Masterworks Choir Concert, Edina High School.
- March 3** 6 p.m., Normandale French Immersion School Imagination Fair, Normandale Elementary School.
- March 10** 7 p.m., Edina High School Orchestra Concert, Edina High School.
- March 17** 7 p.m., Edina Public Schools Jazz Concert, South View Middle School.
- March 19** 7 p.m., Valley View Middle School Spring Musical, Valley View Middle School.
- March 26** 6:30 p.m., Cornelia Elementary School Science Fair, Cornelia Elementary School.

Winter Ice Festival

- What:** In celebration of the winter season, Centennial Lakes Park will host the 25th-annual Winter Ice Festival. Visitors to the park can have their faces painted and ride on a horse-drawn wagon. Ice Festival participants may bring their own equipment, but ice skates and kick-sleds are available for rental at the Hughes Pavilion, which serves as a warming house and concessions stand. On the terrace overlooking the lake, ice-sculpting demonstrations will be given.
- When:** 1-5 p.m. Sunday, Jan. 11
- Where:** Centennial Lakes Park, 7499 France Ave. S.
- Info:** www.CentennialLakesPark.com or 952-833-9580

Winter Warm Up Weekend

- What:** The Parks & Recreation Department will host a series of family-friendly activities in February as a cure for "cabin fever." Events include "Making Memories Together," story time and project at the Edina Community Library; tours of the Edina Senior Center; "Tot around the Track," family entertainment and "Parents to the Peak" contest at Edinborough Park; free family night at Braemar Field; snowshoeing at Braemar Golf Course; and giveaways at Centennial Lakes and Countryside parks.
- When:** Saturday, Feb. 7 and Sunday, Feb. 8
- Where:** Braemar Field, Braemar Golf Course, Centennial Lakes Park, Countryside Park, Edina Community Library, Edina Senior Center and Edinborough Park
- Info:** 952-826-0367 or www.EdinaParks.com

State of the Community

- What:** Edina Mayor James B. Hovland, City Manager Scott H. Neal and Edina Public Schools Superintendent Ric Dressen will present the "2015 State of the Community," speaking about current affairs in Edina. The event is open to the public and there is no charge to attend. The presentation will also be broadcast on Edina Channels 16 and 813.
- When:** 7 p.m. Monday, March 2
- Where:** Edina City Hall Council Chambers, 4801 W. 50th St.
- Info:** 952-826-0359

A Word From The Mayor

“Public art can be huge or small. It can tower 50 feet high or call attention to the paving beneath your feet. ... Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Placed in public sites, this art is there for everyone, a form of collective community expression.”

Penny Balkin Bach wrote the above definition of public art in 1992 in her book *Public Art in Philadelphia*, cataloguing works of art in a city known for its sculptures and other art forms. Philadelphia’s evolution of public art can be traced back hundreds of years.

While art has always been appreciated and admired in Edina, attention to art in the public domain is more of a contemporary thought in our community

Edina’s current focus on public art began a decade ago with the opening of Edina City Hall. Then-City Manager Gordon Hughes appointed a group of volunteers to sort through plaques, photos, awards and artwork that had been on display in the old City Hall and determine what should be hung on the walls inside the new municipal facility. Led by Linda Kieffer, the group didn’t stop there. They found other suitable art to be hung and worked tirelessly to plan an art glass window for the two-story City Hall lobby.

The group then focused its efforts outside of City Hall, overseeing the installation of murals at the City’s gym at the Edina Community Center and developing the rotating sculpture exhibit on the Edina Promenade, which eventually grew to include artwork at Grandview Square Park and at 50th & France. Over the years, several pieces have been donated to the City for permanent display. The

Public Art Committee’s second chair, Lois Ring, oversaw the installation of “Pinecone” at Centennial Lakes Park, a wonderful gift from John and Jean Hedberg that helps define our beautiful Centennial Lakes Park. There are now more than 10 pieces in the permanent collection.

Barbara La Valleur, current chair of what is now called the Public Art Edina working group, is leading efforts to add even more public art forms in the community. Last fall, the first utility box was wrapped with an artist’s work on Valley View Road near Rosland Park and the Edina Aquatic Center. You can expect to see more art-wrapped utility boxes later this year.

As our society and its modes of expression evolve, so will our definitions of public art. Materials and methods, like the wrapped utility boxes, change to reflect our contemporary culture. The process, guided by professional expertise and public involvement, should seek out the most imaginative and productive affinity between artist and community. Likewise, artists must bring to the work their artistic integrity, creativity and skill. What is needed is a commitment to invention, boldness and cooperation.

“Public art is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals our society and adds meaning to our community,” Bach said. I look forward to seeing more of it in Edina in the year ahead. Art in public places is one of the hallmarks of a great city.



James B. Hovland
Mayor

A Convenience Corner: Valley View And Wooddale Businesses Served Neighborhood Since 1930s

By Marci Matson
Contributing Writer

Valley View Road and Wooddale Avenue “was always a convenience corner,” said Frank Cardarelle, a land surveyor who grew up nearby on a farm off Valley View Road and Highway 100.

Even in the 1930s, residents could stop at the corner store and pick up a few groceries or get their car serviced. Although the area has changed dramatically since Cardarelle rode his bike down Valley View to pick up flour for his mother and a nickel bottle of pop for himself, the district still offers convenience and, perhaps more importantly, places for neighbors to connect while waiting for a haircut or standing at a checkout counter.

Land For \$1 Down, \$1 A Week

Before you can have a thriving neighborhood business district, you need a neighborhood of shoppers. Residential development came in 1924, following Samuel Thorpe’s platting of luxury homes in the Country Club District. Developers saw opportunity just a mile south on Wooddale Avenue, purchasing the Sly family farmstead, encompassing acreage north of Valley View and east of Concord Avenue. The original 1866 farmhouse still stands at 6128 Brookview Ave.

Nebraska-based N. P. Dodge Corporation touted its new Fairfax addition’s proximity to Country Club, but instead of architect-designed homes and membership to the Country Club golf course, Dodge offered unimproved lots at rock bottom prices: “\$1 Down – Then 75 cents or \$1 a Week” with no interest and no taxes for two years.

Like the rest of the country, the local real estate market was caught up in land speculation, with buyers snatching up cheap land at the fringe of cities with the hope that growth would soon pay off with high profits. Dodge advertised, “Buy for your boy or girl. You know it will not be long before they will want a home of their own. It will not be long before the City will grow out beyond these lots and values will increase while they are paying for them.”



Courtesy of the Edina Historical Society

A N.P. Dodge promotional map from 1929 touts Fairfax addition’s proximity to Country Club and city lakes.

Land speculation contributed to the stock market crash in 1929, ushering in the Great Depression.

Like Thorpe, Dodge imposed restrictions to preserve land values, including prohibitions against tents and shacks and resale to anyone who was not white. The racist restriction was ruled unconstitutional in 1948.

Buyers were allowed to build a double garage as a temporary dwelling. Single schoolteacher Ida Isaacson, who started \$1 payments on May 31, 1924, did just that at 5929 Ashcroft Ave.

“You can imagine how small that house was,” recalled her niece Betty Gustafson, who was raised by Isaacson. The house had electricity, but no indoor plumbing. “We had a shower rigged up with an overhead barrel!” and an outhouse. (The garage was moved and remodeled several times and was replaced last year with new construction.)

Despite restrictions, tarpaper shacks dotted the neighborhood, Gustafson recalled. People also made do with available supplies; her childhood friend Patricia Winn lived in a home at 4631 60th St. built in 1935 with bricks from a demolished school.

Country Club District residents successfully lobbied to get Wooddale paved to Valley View Road, a County road, but the streets in the Fairfax addition were little more than dirt paths that led only as far as a home and then stopped. However, the intersection of two major thoroughfares brought traffic – and business – to the crossroads.

First Businesses

When Gustafson was growing up in the 1930s, a small mom-and-pop grocery store stood on the southeast corner, first owned by a Mrs. Dues and then Emma and George Tedman. The couple lived in the back of the building and Emma Tedman sold basic groceries in the front. Corner stores could survive during the Depression, because gas was too costly to waste for unplanned trips to 50th & France. Rutted gravel roads also made residents think twice about heading to town for a missing ingredient.

A building east of Tedman’s first opened as a taxi service, but Neal Swant soon turned the building into an automotive garage. “He had a pit in the floor to work on
(continued on next page)



Courtesy of the Edina Historical Society

Photographer Dick Palen shot this aerial of his Garrison Lane neighborhood in the 1940s.

cars because he didn't have a hydraulic lift," remembered Bill Jordan, who grew up near Swant on Garrison Lane. Sophia Stenson owned a small feed store and lived at the same address, 4404 Valley View Road. When Stenson left at 4 p.m. to work a night shift as a nurse, Gustafson, then about 11 years old, took over the cash register for 25 cents an hour until 8 p.m. Many nearby homeowners had a few chickens or a cow in their backyards and bought feed, straw or hay.

Although Stenson lived modestly, she invested in several lots along Valley View Road and would become a major developer and landlord after the Depression ended.

Farmer Neighbors

Instead of going to Tedman's for milk, Gustafson carried a milk bucket across her backyard and neighboring pasture to get milk fresh from cows owned by Donald and Janet Haeg, who operated a truck farm on the northwest corner of Valley View and Wooddale. On the southwest corner, 6220 Wooddale Ave., stood another truck farm owned by Floyd Miller. Cardarelle and other neighbor kids earned their first paychecks helping at harvest time.

While platted as a suburban subdivision, the area remained rural in character with nearly everyone growing their own vegetables in backyard gardens that extended into unclaimed lots. "One lady even had chickens inside her house," Gustafson recalled.

Garrison Lane

On a high spot in the low swampy area south of Valley View Road, brothers John and Frank Garrison developed a small subdivision along a street that bears their name. House movers by trade, they moved in several homes from

Minneapolis and sold them one by one.

Bill Jordan's parents bought one of those houses in October 1948 at 4432 Garrison Lane. The two-bedroom house was cozy for a family with four children, with the kids sleeping in one of the bedrooms and in the living room, but Jordan said he never felt that he didn't fit in with his more affluent classmates. "I was happy to grow up where I did, when I did," he said.

About half of the Garrison Lane homes were new construction, including that of neighbor and friend Dick Palen. A photographer in the Air Force, he continued his profession after the war. Thanks to his combined interest in flying and photography, Palen documented much of the street from the air.

Building Boom

After graduating from Edina High School in 1951, Jordan went to college, then entered the Air Force in 1956. "When I came home in October 1959, everything was gone –



Courtesy of the Edina Historical Society

Most Fairfax homeowners had large gardens to help feed families during the Depression. Betty Isaacson Gustafson hoed weeds at her home on Ashcroft Avenue.

Tedman's, Haeg's, Miller's. Edina blossomed in the mid-1950s and development marched right down Wooddale from the Country Club and the whole area changed."

Jordan benefited from that boom. Edina Public Schools was overflowing with kids from the new subdivisions built after Southdale Center opened in 1956 and Edina needed teachers. His dad, a school custodian, alerted the principal that his son was looking for a job and "I was hired without an interview because they knew me," Bill said. He was one of three teachers hired late that fall to help deal with the influx of students.

He and his wife, Marlys Lindberg, also an Edina graduate, moved into the neighborhood at 6109 Kellogg Ave. – just blocks from his family – in a two-bedroom house. Fairfax was now almost completely developed with 1950s ramblers. The Haeg and Miller farms also were newly platted.

The Garrisons moved the Haeg farmhouse down Valley View Road to 6233 Peacedale Ave. to make way for a new



Courtesy of the Edina Historical Society

This is how Wally's Mobil looked in 1959.

development at that corner. "At that time, people didn't move houses much," said new owner Bill Hoffman in a 1979 interview. An Edina police officer who grew up on a farm at the south end of the Country Club golf course wanted to save the old farmhouse. "Everyone thought I was crazy. To tell the truth, I thought I was crazy, too. But I love that old house. I wouldn't want to live anywhere else."

With its third owner, the 1914 farmhouse still stands, unchanged on the exterior, with the exception of an enclosed porch.

From Cows To Cars

Minneapolis dentist Erwin Allis and his wife, Madeline, bought the Haeg corner in 1951. "I believe that my father's original intent was that it would be a great corner for a gas station," recalled son Fred, who now owns the corner with his brother Jim.

With the crosstown highway yet to be built, Valley View Road was the main east-west thoroughfare, bringing cars and customers to the new Mobil station opened by Wally Grothe in 1953. A year later, a national grocery store chain, National Tea, opened at the same corner with a 10-year building lease.

In the face of competition and advancing age, Tedmans closed shop and the building became a drop-off station for the *Minneapolis Tribune* until it was demolished in 1969 to become a real estate office (now M.A. Peterson Designbuild, Inc.).

At one time, three gas stations serviced the heavy traffic, including Wally's, Roster's Conoco and a Sinclair station.

(continued on next page)

The Sinclair Station at 4400 Valley View Road later became a hair salon owned by Edina grad Rob Burley. When Crosstown highway opened in 1963, traffic dropped and only Wally's survived – until this year when even that long-time business closed.

In the 1950s and 60s, development happened in quick succession. Cardarelle, who graduated in 1951, joined his father in the surveying business and began platting developments where he rode his bike as a youngster. New projects included a child care center (1969) and several apartment buildings on the south side of Valley View.

Stenson replaced her feed store with a professional building at 4412 Valley View Road in 1956 and leased an upstairs office to dentist Clarence Flynn. The lower level housed many tenants over the years, including Horner's Corner Dairy Store, owned by local celebrity newscaster Jack Horner. It's now the Neighborhood Ice Cream Shoppe.

Valley View Drug

Kleven's Valley View Drug opened in 1957 next to Horner's. Pharmacist Robert DeKraay bought the business in 1958 and soon outgrew the space.

In 1960, he joined with a group of doctors and dentists and built the building at the northeast corner of Valley View and Wooddale that housed the drug store, a doctor's office called Southwest Clinic and Flynn's dental office. "Miss Stenson wasn't very happy I moved," Flynn recalled, but he felt the medical tenant mix was a better fit for him. Below the drugstore in the basement were individual businesses of a beauty salon and later a health club.

The drug store became a neighborhood institution. "It seems like every kid in the neighborhood at some point

Courtesy of the Edina Historical Society



Former feed store owner Sophia Stenson built the building at Kellogg Avenue and Valley View Road. Several tenants occupied the building that now houses the Neighborhood Ice Cream Shoppe.

worked for my dad [at Kleven's Valley View Drug]," said daughter Jane DeKraay, who grew up a few blocks away. The store was a popular meeting place with its soda fountain that offered ice cream, soda combinations, ice cream sundaes, floats, malted milks, lemon-lime phosphates with charged water and syrup, real Cokes with Coke syrup and charged water, Polish sausages and hot dogs.

"Many fathers in the neighborhood would meet at the drugstore after dinner to socialize and catch up on local news," DeKraay recalled.

After Bob DeKraay died in 1982 at age 56, the other two pharmacists, Ruth Englund and Jack Sikora, bought Valley View Drug. Englund then became sole owner, eventually selling to Alstrup Drugs, which also owned Clancy Drugs at 50th & France. Alstrup combined the stores at the Valley View location in 1992 and the business closed in 2010. The building is now Welcyon Fitness Center.

National Tea Tenants

After its lease ended, National Tea moved out and the building was divided into several spaces for individual businesses that included a dairy store/superette, a hardware store, a flower shop and barber Harold Liljenquist.

"I never took appointments," said Liljenquist, who opened his barbershop at the corner in 1967 and retired last year. His former employee Stu Woodey now owns the business. "People had to take a number and wait, but I think that was a great thing. So many people got to know each other by sitting next to each other for a half hour."

Like many of the business owners in the district, Liljenquist moved to the neighborhood, just two blocks away on

Fairfax so he could walk to work. His son Stephan said that "even when I was really little, I remember going to the shop with my dad and everyone knew me. It was like being with family."

In high school, Stephan began working for the hardware store in the same building. "It was very customer service-oriented," he recalled. "We'd go out to homes and cut glass, rekey locks, install windows and make repairs." The hardware store closed in 2014.

Another long-time business in the National Tea building is Artistic Floral, owned by Shawn Davis, who began working at the shop in 1987. Snuffy's Malt Shop and E.J.'s Sunglasses, owned by Edina grad Eric Johnson, are also tenants with more than 10 years at the corner.

The Next Chapter

Residents and business owners met several times last summer and fall to envision what the next phase of development will look like. Connie Carrino, a resident of 20 years on Garrison Lane, served on the Small Area Plan team and helped research the neighborhood's history as part of the process. "Talking about our shared history was a great starting point," she said. "Not to mention that it's really fascinating."

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

Marci Matson is Executive Director of the Edina Historical Society. Information in this story came from tax assessor records, photo and maps from the Edina Historical Society collection, and new interviews with former and current residents as well as surveyor Frank Cardarelle's business records. Edina History Museum is open 9 a.m. to 2 p.m. Thursdays and 10 a.m. to noon Saturdays.

Courtesy of the Edina Historical Society



Valley View Drug originally opened at Valley View Road and Kellogg Avenue before moving to its final location at Valley View and Wooddale Avenue in 1960.

It's Not Only Neighborly ... It's The Law

Pet Licensing

The Law: *Edina City Code Chapter 8, Article II, Division 3, Sec. 8-89.* Any owner of a dog over 6 months of age shall secure a license for such dog from the City.

What It Means: At the age of 6 months, all dogs residing in Edina must have a license permanently affixed to their collars. Visit www.EdinaMN.gov to apply online or stop by Edina City Hall to get a license. Cat licensing is not required.

Rabies vaccinations are required for all dogs and cats 6 months and older. Rabies information such as date of rabies vaccination, expiration of rabies vaccination and rabies tag number is required to receive your dog license. Dogs are also required to wear vaccination tags at all times. Dog licenses expired Dec. 31. However, owners have until March 1 to renew their dog's license and avoid paying the \$10 late fee.

For more information, contact Edina Animal Control at 952-826-0494.

Animals Running At Large

The Law: *Edina City Code Chapter 8, Article V, Division 1, Sec 8-213.* Animals Running at Large. No owner shall allow any animal to run at large on any property without the consent of the owner or possessor of the property.

What It Means: Owners must be in control of their animals at all times. Dogs and cats are not allowed to run at large in the community. Leash your pets or enjoy



File Photo

Off-leash collars are required to use Edina's off leash dog parks and are available for purchase at Edina City Hall or online.

the City's two off-leash dog parks. Van Valkenburg Park in northwest Edina is open all year long. The off-leash area at Strachauer Park, just north of Highway 62 in east Edina, is open April to October, when not in use as a skating rink. Off-leash collars are required to use these dog parks and are available for purchase at Edina City Hall or online. Cost of the off-leash collar for residents is \$25; non-residents, \$50.

Discounts are given for multiple dogs.

Visit www.EdinaMN.gov/Police for more information or to buy a collar.

35 years later and I still love it.

My history. My story.

I returned from my sophomore year in college to find myself the grunt for my boss' company from my previous summer's job - a carpenter on a crew, building great projects and learning new skills. This was not work for me; **it is inspiring and a creative outlet for my passion for design and building.**

From an early age (10 or so) I was my dad's lumber carrier and "right hand man", building decks and remodeling homes. He was patient with me, answering what were probably too many questions. I can still picture the projects and smell the fresh cut redwood when I think of those days long ago, my dad running the saw and me hauling the wood and hammering nails when I had the chance. These memories remind me of why **building is such a special privilege.**

Flash back to my sophomore year in college, day two on the job - stuffing insulation, carrying lumber, hammering - it all brought me back to age 10, but with different feelings. "Is this what I will be doing all summer?" I asked my boss. His reply; "I hired a full time crew and you are low man, so yes, this is your job for the summer." Moments later my reply: "I quit and I'm starting my own business." I remember telling my dad that evening of my decision and he replied: "Just let me know when you need some help." To my delight, people would call my dad and if he was

too busy, he would recommend me - at age 19, and people hired me! Now, 35 years later after a college degree, a family of six, and tons of great experience, I'm still as enthusiastic about designing and building as I was when I was younger.

“ It doesn't matter if it is a small or large project, the joy of creating something special for someone does not fade. ”

It doesn't matter if it is a small or large project, the joy of creating something special for someone does not fade - and the smell of fresh cut wood still brings me back to those days long ago. My dad's advice from day one still guides everything I do today: "Mark, do the job right or don't do it at all - walk away from something you are not proud to put your name on."

I would like to share with you in the upcoming issues of "About Town" advice from our experiences that will help you make the right decisions for your home. **Please contact me at Mark.Peterson@mapeterson.com** for remodeling or new construction topics that you are interested in hearing a professional designer and builder's perspective on, and your idea may just show up in one of our upcoming *About Town* features!



Mark Peterson is owner and lead designer of M|A|Peterson, an Edina-based design and build company.

MARK

Braemar Field And Backyard Now Open

By Kaylin Eidsness

Edina families with children in sports are used to traveling all over the Twin Cities for games and even practices, but Parks & Recreation Director Ann Kattreh hopes that with the addition of Braemar Field and the Backyard rink, families will be able to spend more time at home instead of on the road.

“These are amazing facilities to have right here in Edina,” she said. “I hope Braemar Field, the Backyard and improvements at Pamela Park will alleviate some of those late-night practices across the metro.”

A \$12.2 million project, Braemar Field and the Backyard rink have been in the works for years. At an August 2011 meeting, City Council directed staff, under the guidance of the Park Board, to prepare a feasibility study for an indoor athletic facility. After researching the possibility of a sports dome, Parks & Recreation Consultants presented its findings in February 2012. For most of the spring and summer that year, the Park Board worked with local architecture firm The Cunningham Group to survey possible sites to build facilities. By November, the Board recommended the Braemar athletic field site to the City Council and planted the idea of expanding playing fields at other parks. In August 2013, the Board recommended a new outdoor ice sheet at Braemar Arena.

Construction in Braemar Park began in the spring of 2014 and wrapped up shortly before the grand opening on Dec. 5. Construction of fields and a new shelter at Pamela Park will continue in the spring. Concrete, asphalt and



Photo by Michael Braun

The Edina Soccer Club, Edina Football Association, Edina Baseball Association and Edina Lacrosse Association were all instrumental in bringing Braemar Field to life.

landscaping work at Braemar Field will also be completed once the temperature rises.

“We are excited to see this project come to completion,” said Braemar Arena Assistant Manager Amanda Holle. “It’s been a long time in the making, and we know our residents and visitors will greatly enjoy both amenities.”

The Edina Soccer Club, Edina Football Association, Edina Baseball Association and Edina Lacrosse Association were all instrumental in bringing Braemar Field to life. Each association had been pursuing field and facility expansions for a number of years. According to Lyn Gustafson of the Edina Lacrosse Association, Braemar Field was a collaboration between the associations and the City.

“It was the City that initiated the conversation,” said Mick Spence of the Edina Football Association. “It was really neat to have the City Council, Mayor, City staff and consultants all working together with us to help make this a reality.”

“Braemar Field is another added benefit to living in Edina,” said Gustafson. “It makes Edina the premier community to be. We have everything [from a golf course to a sports dome] and our location is so centrally located that it is going to bring [people from] other communities into Edina.”

Braemar Field measures 400 feet long, 250 feet wide and 75 feet high and will be covered from November to April. The indoor turf field is surrounded by a turf track that will be open to the public when baseball and lacrosse practices aren’t taking place. Come spring when the dome is removed, the turf field will be able to withstand the heavy rains that makes grass fields unplayable.

The Backyard rink at Braemar Arena, a covered regulation size rink with a refrigerated sheet of ice, was made possible with the help of the Edina Hockey Association, which reserved 602 hours of ice time for its 1,300 players.

Edina residents Heather Hansen, Barrie Lund and Winnie Martin all have children who play hockey, which means they spend a lot of time at arenas all over the Twin Cities. However, they feel the Backyard is one of the best places in the state to play hockey outdoors.

“My favorite part of hockey outdoors is the sounds of the puck and the sticks on the outdoor rink,” said Lund. “It [feels] like hockey.”

Braemar Arena Manager Susie Miller agrees.

“I think it will bring people back to their roots, back to their childhood when hockey used to only be played outdoors,” said Miller, who is hoping to keep the outdoor rink open, dependent on weather, until May.

With the extra ice time at Braemar Arena, hockey families should be able to spend more time at their home rink.

“The changes [to Braemar Arena] the past few years have been huge,” said Martin. “The paint, the pictures – it inspires the kids.”

“We’re all very thankful the City has invested in Braemar Arena, because it’s something the community really supports,” said Hansen.

Open skating at the Backyard will be from 8 to 9:30 p.m. Fridays. Skaters can also enjoy the fire pit on the plaza, music and a light display dubbed the “Northern Lights” on the north side of the rink.

“I’m thrilled for the residents who have worked on this initiative for so many years,” said Kattreh. “These facilities are a tremendous addition to our park system.”

For more information on Braemar Field and the Backyard, visit www.EdinaParks.com or call Braemar Arena at 952-833-9500.

Staunton, Stewart Elected to City Council

Kevin Staunton and Bob Stewart will take the oath of office as members of the Edina City Council Tuesday, Jan. 6.

Seven people ran for the two open seats, including incumbent Josh Sprague. Council Member Joni Bennett did not seek re-election.

Staunton bested challengers with nearly 25 percent of the votes. A 16-year Edina resident, Staunton just finished his ninth year on the Edina Planning Commission and serves as the City Attorney for the City of Excelsior. In addition to working as a City Attorney, Staunton has served as a Special Assistant Attorney General and worked as a private lawyer representing people and businesses working with government.



Kevin Staunton

During his time on the Edina Planning Commission, Staunton led efforts to engage Edina residents in crafting a vision for the community's future by serving on the 2008 Comprehensive Plan Update Task Force and chairing the group of volunteers who set the vision and guiding principles for redevelopment in the Grandview District.

Staunton said he hopes to bring that leadership experience and the knowledge of city government he has gathered as a City Attorney and Planning Commission member to the Edina City Council.

"We have a great City. We have a great community and my objective is to ... keep going in the right direction," Staunton said. "We have a bunch of issues that I've been dealing with for the past nine years [on the Planning Commission] and I am anxious to keep working on those and other issues as I move forward onto the City Council."

Staunton and his wife, Maria Christu, raised three sons who all attended Edina schools.

Stewart narrowly edged candidates for the second open seat with 7,100 votes to her 6,977. Stewart is a 37-year resident of Edina with strong ties to the community. He graduated from Edina East High School in 1977, and he and his wife, Sheilah, raised their three children in Edina. He has been an active volunteer in community organizations over the years, serving on the boards of the Edina Education Fund, Edina Athletic Boosters and French Education Fund. He's also volunteered as a coach for football, lacrosse, fast-pitch softball, soccer and basketball.



Bob Stewart

Stewart is a business consultant and partner with the Platinum Group. He is also an accountant and an attorney, with an accounting degree from the University of Notre Dame and a law degree from the University of Virginia. His business experience includes entrepreneurship and serving businesses in the

manufacturing, financial services, distribution and risk management industries. He has served on numerous boards of directors, both in the for-profit and nonprofit sectors.

Stewart said he's looking forward to serving Edina. The Council candidates ran good campaigns and it was a close race, he said, adding that he's relieved and delighted to have won. "We had seven candidates for two seats, so it was a challenging campaign," he said. "Thank you to the other candidates. It's a great community with a lot

of talented people who stepped forward to offer their services."

Staunton and Stewart will serve four-year terms.

For more information, visit www.EdinaMN.gov.

– Compiled by Jennifer Bennerotte

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City Seeks Applications for Human Rights Award

By Krystal Caron

The late Tom Oye was an Edina hero in many senses of the word.

Oye was a Nisei soldier in World War II, a 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 Edina Human Rights & Relations Commission (HRRC) in 1970 and served on it for more than 30 years. He also served on the Edina Chemical Health Partners Committee and the University of Minnesota Human Relations Committee.

Due to these many achievements, the HRRC now bestows the Tom Oye Human Rights Award to members of the community whose good works promote human relations and advance human rights. The HRRC is now accepting nominations for the 2015 award.

The 2014 Tom Oye Award was awarded to two City employees for their efforts in developing an outreach program to the Somali-American neighborhoods in Edina. With the help and observations of Edina Public Schools and the Edina Resource Center, Recreation Supervisor Kristin Aarsvold and now retired Detective Tom McKenzie partnered to establish a series of programs aimed at building community between the City and the Somali-American residents of the Parklawn Neighborhood in Edina.



Human Rights & Relations Commission Chair Jan Seidman awarded Edina Recreation Supervisor Kristin Aarsvold and retired Detective Tom McKenzie the 2014 Tom Oye Award at the Volunteer Recognition Reception last spring.

“[It is] wonderful to see City employees reach out and encourage new immigrants [to get to know the City]. I cannot emphasize how impressed the Commission was with City employees jumping out and doing things that were nowhere in a job description,” said HRRC Member Steve Winnick.

The City worked with the Red Cross to provide a babysitting clinic that eventually grew to offer water safety, common injury prevention, summer weather safety and chemical safety. A summer program has been held at Cornelia Elementary for the last several years, transporting well over 100 children who have limited

access to safe routes to the area playgrounds. In addition, Aarsvold coordinated high school leaders to supervise children and organize healthy activities for attendees.

“We’ve gotten to know a lot of these kids. As they’re aging out of our program and becoming 15 or 16, I’ll have the opportunity to hire some of these kids that I’ve known for the past seven years,” said Aarsvold. “Now I see [they’ve] grown and matured and I can give [them] an opportunity to learn more leadership skills and become an employee of the City.”


“[What I find most rewarding is when] high school kids tell you they want to go into law enforcement. They want to help the community. They’re seeing that they can do what they want to do and you can see in their eyes that they really are going to do it,” said McKenzie.

Aarsvold and McKenzie’s efforts have resulted in decreased crime and more involvement from the Somali-American communities in City programs. In addition, they have spearheaded efforts that led to the completion of a bike path giving students a safe route from the Parklawn Neighborhood to Cornelia Elementary.

Anyone who lives or works in Edina is eligible for the Tom Oye Human Rights Award. Nominees will be 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.

Applications must be received by Jan. 30. The 2015 Tom Oye Human Rights Award application can be found at www.EdinaMN.gov/humanrights.


For more information or to receive a paper copy of the application, contact MJ Lamon at 952-826-0360 or mlamon@EdinaMN.gov.



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TOM PEDERSON

City Moves Forward With Grandview Site

By Jordan Gilgenbach

It's not very often that a fully developed city gets a blank canvas to develop. However, that's just what Edina got when the City's Public Works Department moved out of Grandview in 2010. Vacant for nearly four years, the 3.3-acre site at 5146 Eden Ave. is seeing some movement.

"This is the fun part – the moment people have been waiting for," said Economic Development Manager Bill Neuendorf. "We've been talking and dreaming about this site for a long time as a community, but this is where it gets real. This is where the public can help shape the next great Edina amenity."

When the City's Public Works Department vacated the site, the community expressed interest in the City retaining the site for some sort of mixed-used development rather than selling it for private use as originally planned. This sparked a two-year study of the entire Grandview area, during which a 50-member volunteer steering committee produced a development framework with seven guiding principles.

"Through the framework, we thought a lot about what the entire district could look like," Neuendorf said. "This site was envisioned with a public/private use, but what does that mean? Now is the point to define what that looks like and potentially develop it."

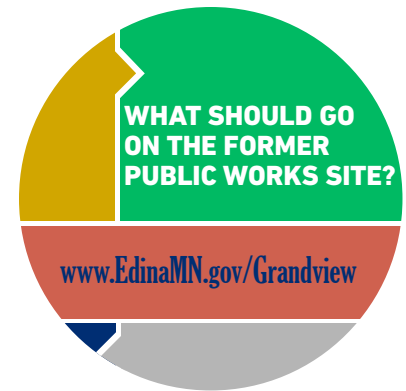
"I'm really pleased, after so many people put so much time into the Grandview framework, that we are finally moving with the vision," said new City Council Member Kevin Staunton, who worked heavily on the Grandview

Small Area Plan and framework prior to his election.

In 2014, the City issued a "request for interest" to find a partner to define what public and private uses could feasibly be developed on the site. After reviewing 10 proposals and interviewing four potential partners, the City Council chose Frauenshuh Inc.

"[Frauenshuh] has a deep history and connections in the Edina community. Our team members are connected to Grandview as business people, customers and Edina residents," said David Anderson, Senior Vice President of Frauenshuh Commercial Real Estate Group. "We see Grandview as an area with unlocked potential, and believe our relevant redevelopment experience, creativity, history and strong connections will create an exciting vision that can become a regional model of excellence."

The process to define potential site uses began with an "exploration session" in early December. Then, business owners, residents, community leaders and dozens of others brainstormed potential uses for the site. The City wants to hear other ideas on Speak Up, Edina!, the City's civic engagement website at SpeakUpEdina.org. Ideas will be solicited on the site through early late February.



“This shouldn’t be the government telling residents what the City needs,” Neuendorf said. “We want to hear the wants and needs of residents, the business community, the schools, worship groups, visitors – if you have a stake in Edina, we want to hear your ideas.”

“The public engagement process is a vital element of our approach,” Anderson said. “We intend to further refine the vision and incorporate input into realistic, market-supportable development scenarios that serve as catalysts to ongoing private and public investment in Grandview.”

The process to conceptualize a mixed-use development for the site includes three focuses:

- Alternative development, in which various options for the site are explored.
- Public evaluation, where reuse alternatives are made available for additional public evaluation.
- Scenario selection, where the City Council will determine which scenario, if any, is in the best interest of the community.

“This multi-step process gives City leaders a sound idea of the realistic potential of the site so they better understand what could feasibly be developed there,” Neuendorf said.

“We haven’t come to a decision yet on what the public portion should be,” Council Member Ann Swenson said. “The public engagement aspect is important to hear every possible idea for the site’s public use.”

Save the Date:

Discovery Session

7-9 p.m. March 11, Edina Community Center
Public evaluation of initial reuse concepts.

Open House

5:30-7:30 p.m. April 22, Edina Senior Center
View and comment on possible scenarios.

According to a 2014 resident survey conducted by Morris Leatherman Company, the majority of residents support some type of public use on the site, but don’t want to fully pay for it. Swenson said a private development would be necessary to offset costs of the public portion.

A “discovery session” will be held 7 p.m. Wednesday, March 11. “In this second large group meeting, we’ll discover how some ideas could work together,” Neuendorf said. “This is where we start to vet the ideas gathered in December. We’ll define wants versus needs. Many want something there, but what do we as a community truly need and what are we willing to fund?”

Finally, an open house will be held April 22. Two to four scenarios are expected to be presented, and stakeholders will be asked to give their feedback and preferences on the options. The options and stakeholders’ comments will be presented to the City Council in June for a decision.

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

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Explore Edina Marketing Director Shines Light On Edina

By Hannah Watkins

Edina may not be thought of as a tourist attraction, but now more than ever, visitors are coming to Edina for great retail and dining experiences and outdoor recreation opportunities.

Explore Edina Marketing Director Shelly Loberg is working to continue the flow of visitor traffic through Edina, helping visitors learn about and enjoy all that the community has to offer.

Loberg is the first employee of the new convention and visitors' bureau, Explore Edina, formed earlier this year. In April 2014, the Edina City Council unanimously approved a 3 percent lodging tax in order to fund Explore Edina.

After serving as the Executive Director for the French American Chamber of Commerce and spending four years as the Marketing Director for the Shakopee Chamber and Visitors Bureau, Loberg has found her niche in tourism marketing and has brought her skillset to Edina. Loberg began work in September, sharing office space with the Edina Chamber of Commerce.

Not only do they share working space, but also the same intentions for the community the organizations serve. Edina Chamber of Commerce President Lori Syverson said, "Since Explore Edina and the Chamber of Commerce are both dedicated to Edina's economic development, building business and helping to maintain a healthy business community, there is very good synergy between both organizations."



Photo by Michael Braun

Explore Edina's new Marketing Director, Shelly Loberg, is eager to share with others all that Edina has to offer.

Prior to the formation of Explore Edina, Syverson said the Chamber of Commerce received several phone calls per day from people asking about dining options and places to stay in the area. Edina City Hall received dozens of calls each week, too. "It was clear that we were missing an opportunity," Syverson said. Now, Explore Edina offers a one-stop shop for printed and electronic information about the community, made available to visitors and residents alike.

Loberg notes that Explore Edina will serve as a valuable asset to visitors who want to learn about activities in the area, places to stay and where to eat.

"Aside from the convenient accessibility to the Twin Cities area, there is such a wide variety of activities for visitors

to take part in while staying in Edina like shopping, eating out and playing golf,” Loberg said.

Eager to build the organization from the ground up, Loberg has already started laying the groundwork for Explore Edina’s future.

“My first goal is to create a visitors’ guide for both the community and outside visitors and get a website up and running. After my first year here, I will work with stakeholders to develop a full-blown marketing plan,” Loberg said. “My overall goal is to get the word out about what a great place Edina is to visit.”

City Manager Scott Neal knows that with the passion Loberg has for tourism and marketing, as well as her extensive experience in the industry, she is a good fit for the job.

“Shelly is a great hire for a couple of reasons: she has all of the relevant experience that we are looking for and for years she has been and continues to be active in tourism and leadership groups,” said Neal. “She will help Explore Edina build a good, strong, close relationship with the community over the years to come.”

Not only will Explore Edina benefit visitors in the area and help to develop a relationship with the City and its residents, it will be especially beneficial to business owners.

“We have made some great accomplishments and Edina needs to shout those accomplishments a lot louder than we do now,” said Economic Development Manager Bill

Neuendorf, who believes that exposing Edina’s assets to others will bring necessary business to local shops and restaurants. “I know that Shelly has the energy and passion to do so.”

For more information about Explore Edina, contact Loberg at 952-806-9060. Coming soon will be Explore Edina’s website, www.ExploreEdina.com.

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Edina Public Schools Considers The ‘Third Teacher’

We all know that parents and teachers play a huge role in how children learn and develop. Peers also influence students, through play, socialization, media and pure observation. But there is a third teacher whose presence has the power to inspire or obstruct learning – the school environment. From windows and lighting, to furniture and overall design, the educational landscapes we expose children to can shape and define the trajectory of their lifelong learning experience.

Edina Public Schools (EPS) has been engaged in a comprehensive facilities review that has included years of discussion and planning. The district has completed a study of both inside and outside learning and activity spaces, assessed current facility needs and developed a preliminary plan and gathered data to align facility improvement recommendations to the strategic mission and vision of the district.

The first phase concluded in October 2014, as a Next Generation Facilities Advisory Task Force (FATF) comprised of students, parents, staff, alumni and key community stakeholders met to further analyze data, develop options and reach consensus on recommended facility improvement. Since then, district administration and the Edina School Board have been using the information to develop a comprehensive facilities plan and best meet the needs of Next Generation learners.

After serving on the FATF and analyzing a variety of data, EPS parent and alumna Lynn Franz says that she better understands the connection between facilities and student learning.

“Serving on the task force helped me better comprehend the district’s educational vision and how space can impact that learning,” said Franz. “We need to make sure we have different kinds of spaces so we really personalize learning for each student.”

Fellow FATF member and Edina High School student Dennis Bao adds that given the average age of schools in EPS is 40 years, with the newest, Edina High School, built in 1972, the district’s schools were just not built for today’s learning.

“The classrooms were built in a way that education is not taught today,” Bao says. “The way they were designed is not concurrent with how learning happens now, and the traditional spaces do not fit with new learning and teaching styles, such as flipped or blended learning.”

In *The Third Teacher: 79 Ways You Can Use Design to Transform Teaching and Learning*, a compilation identifying a variety of school design techniques, David Orr notes that a redesign of educational spaces can support a school’s learning environment vision, without conceptual walls and barriers to imagination.

Much of the district’s facilities planning has echoed this vision. In addition to a handful of “21st Century Learning Spaces” pilot programs currently under way as part of the district’s strategic plan implementation, several EPS staff have taken it upon themselves to tweak and modify spaces in ways that advance personalized learning. At Highlands Elementary, some teachers have transformed the interior design of their classrooms to accommodate a variety of learning styles and help bring the classroom



From windows and lighting, to furniture and overall design, the educational landscapes we expose children to can shape and define the trajectory of their lifelong learning experience.

environment into the modern age, including intentional choices about lighting schemes, the flow of the room, wall décor and more.

“If students are going to engage at school, they need to feel comfortable,” says Mark Wallace, Highlands Continuous Progress teacher. “A question we are always asking ourselves is, ‘Do we want our school to feel like a McDonald’s or a Caribou?’ We want to create spaces where students want to hang out for a while, like a coffee shop, rather than create sterile, cold spaces with uncomfortable furniture. The school environment needs to be flexible, warm and accommodating.”

Throughout the research and planning phases, EPS has partnered with Wold Architects and Engineers to re-think classroom layout and organization in ways that best meet the needs of current and future learners.

“We like to say that a school building can’t create opportunity by itself, but it can certainly (and often does) limit what you can do,” says Vaughn Dierks, a partner with Wold. “Edina already has wonderful teachers who know how to reach students at different levels in order for them to achieve the most they can. By providing a variety of learning spaces, rather than a one-size-fits-all traditional classroom approach, the district can provide students with more options and opportunities to continue and advance their learning.”

The district is looking to create a system-wide transformation of space that will advance Next Generation Learning. A bond referendum will likely be on the ballot in May 2015, seeking voter approval of facility improvements at all sites, including more flexible learning spaces as well as core investments in school infrastructure, such as security improvements and general maintenance.

“Education has to, and should, be able to be adaptable and flexible for the future,” says Superintendent Ric Dressen. “We need to look at ways to meet this expectation, both from a program and facility viewpoint. By staying focused on the needs of Next Generation learners, we can create learning environments that enhance and personalize the educational experience for all students.”

– Submitted by Edina Public Schools Communications Staff

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Finance Department Sees New Leadership

By Kaylin Eidsness

Following the retirement of longtime City employee John Wallin, Eric Roggeman was promoted to Finance Director in September 2014.

“Clearly, Eric is someone who put in his time to learn not just the job of what it’s going to take to be a Finance Director, but the organization across all different departments and facilities,” said City Manager Scott Neal. “Eric comes with a great breadth of experience in the City of Edina and budget development.”

Roggeman, who grew up in Marshall, Minnesota, graduated from St. John’s University in St. Joseph, Minnesota, with a bachelor’s degree in Accounting. Roggeman spent his first two post-grad years with the Minnesota Office of the Legislative Auditor completing audits of Minnesota state government, before he joined the public accounting firm KPMG as an accountant, completing audits of local governments, including the City of Edina.

After three years of gaining experience and becoming a Certified Public Accountant (CPA), an Accountant position opened up at the City of Burnsville.

“I didn’t want to travel as much and I wanted to work more regular hours with the same people at the same place,” said Roggeman, of his transition into his role as an accountant for the City of Burnsville. “I really enjoyed working for Burnsville and wanted to continue my career there.”



Photo by Michael Braun

Finance Director Eric Roggeman started his new position in September.

However, when the Assistant Finance Director position opened up for the City of Edina, he couldn’t pass up the opportunity for advancement, especially for a city he already knew so much about.

“When the opportunity opened up with Edina, it was a tough decision, but I’m glad I made it. It was a good one,” he said. “My first day also happened to be the first day of the City’s audit for that year, but I was able to jump right in.”

Roggeman worked to secure the Government Finance Officers Association’s Certificate of Achievement for Excellence in Financial Reporting, an accolade the City has been awarded every year since 2006. The award encourages and assists state and local governments to go beyond the minimum requirements in transparency and generally accepted accounting principles. He and his team

also won the 2014-2015 Distinguished Budget Presentation Award. In previous years, only 30 or so Minnesota cities have been honored with the notable award.

Roggeman was able to bring home these awards with the help of his finance team, which includes now Assistant Director Kyle Sawyer, who was promoted from Accountant after Roggeman left the Assistant Director position vacant.



Photo by Michael Braun

Assistant Finance Director Kyle Sawyer started his new position in September.

with Kyle to develop those same personal qualities. I've also had a chance to see Kyle's work product and it's very good."

Sawyer, who grew up outside of Madison, Wisconsin, graduated from the University of Eau Claire – Wisconsin with a bachelor's degree in Accounting and Finance. Right out of college, Sawyer found a job with the public

accounting firm KDV, where he audited cities and schools across the state. For the same reasons as Roggeman, after three years Sawyer decided to look for a job that would have him traveling less when he found the Accountant position with the City of Edina.

"I stepped into a good situation with John and Eric," said Sawyer. "It's just a good city. Everybody really respects everybody and the community speaks for itself. It's one of the best in the state."

While in his role as Accountant, Sawyer oversaw the implementation of Insight, web-based software that produces custom reports and allows directors to input and view their department's or facility's financials. Sawyer said the software has saved directors and the Finance Department numerous hours of time. Previously, for example, directors would have to call the Finance Department to find out whether a vendor had been paid or for the details of an expense. Now, all of the information is accessible, and up to date, via Insight.

Jake Bosely, who began as Accountant for the City Nov. 10, graduated from the University of Minnesota – Twin Cities with a bachelor's degree in Sociology. He also holds an undergraduate certificate in Accounting from Saint Mary's University of Minnesota and is a CPA. Prior to working for the City of Edina, Bosely worked as a senior accountant for Mallow, Montague, Karnowski, Radosevich & Co., P.A.

For more information, contact the Finance Department at 952-826-0366.

Community Helps Pay Off Stained Glass Art

By Krystal Caron

A stained glass window placed in the lobby of City Hall after it opened in 2004 has been paid off.

Eight years ago, the City of Edina installed a stained glass window in the lobby of the new City Hall. The piece cost more than \$48,000, well outside the original amount of \$25,000 allocated for the artwork. To help cover the difference, the City turned to art lovers and community members to ask for their support. Since that time, over \$27,000 has been collected through donations, which helped pay off the window in August.

“We’re thrilled that we have finally been able to pay off the beautiful stained glass window at City Hall,” said Barbara La Valleur, Edina Arts & Culture Commission member and Chair of the Public Art Working Group. “It makes such a difference for public art. The window is one example of what citizens can contribute to public art.”

The window is an abstract two-story glass window that represents the Minnehaha Creek waterfall and the Edina Mill – two important aspects of Edina’s history.

“The architect wanted a window that was inside the outside windows – not an outside window itself – and did not want anything too busy or colorful,” recalled Art Center General Manager Michael Frey. “That was interesting because the nature of art glass is often very colorful.”



Photo by Krystal Caron

The stained glass window installed at City Hall in 2004 has been paid off with the help of resident donations.

Luckily, of the 12 proposals submitted by artists for the project, three of them fit the criteria. Ultimately, the work of Michael Pilla, a self-taught glass artist with nearly 40 years of experience, was chosen.

Community members around Edina saw the value of the artwork and have been contributing toward Public Art Edina over the last several years. Most residents donated through their utility bills. Over 200 residents participated in the donation program, with donation amounts ranging from \$1 to \$25 per quarter. The window was also funded, in part, by the City of Edina and a grant from the Edina

Community Foundation. Other major donors included the William D. Radichel Foundation, Xcel Energy and Linda and James Masica.

“It couldn’t have happened without the contribution of several citizens who contribute on a quarterly basis in a very simple and easy process through their utility bill,” explained La Valleur. “There are many other art projects that we would love to take on and this could happen through this utility bill funding method.”

Pieces such as sculptures located in parks throughout Edina or utility box art wraps are just a couple of the projects that are being funded through community contributions. Donations can be made along with utility bill payments at www.EdinaPublicArt.org.

For more information, contact Frey at 952-903-5729 or mfrey@EdinaMN.gov.



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Group Of Edina Middle Schoolers Celebrate Science And Technology

By Hannah Watkins

The Edina Motorbolts is not your average team of teenagers. Comprising eight students ranging in age from 12 to 15 and two dedicated coaches, they are a team with passion not only for science and technology, but also success.

“It is amazing to look back and see how far we’ve come,” says Motorbolts member Walt Boettge.

The robotics engineering team is organized by First Tech Challenge (FTC), a robotic engineering program that engages students in science technology, engineering and math.

Edina Motorbolts coaches Scott and Jennifer Gill and parents of team members Thomas and Christopher started the team when Christopher, currently team captain, wanted to be a part of an existing robotics team, but there was no room on the other teams in Edina. With Scott and Jill being engineers themselves, they decided to take a chance and start their own team.

Now, the Edina Motorbolts meet every Tuesday night in the Gills’ basement, which has been crafted into an arena that is identical to the space used in actual competitions. The family’s pool table serves as the design station for the team’s robot.

Emily Boettge, Walt’s mother, is grateful for the Gills’ dedication.



Submitted Photo

This year, the Motorbolts hosted the Minnesota State Kickoff at Valley View Middle School. They had over 400 attendees from various teams from around the Twin Cities as well as Duluth and Rochester, Minnesota.

“The coaches are great, wonderful people and it has been nice to have their input in our kids’ lives,” said Emily Boettge, who also loves seeing how much the kids have developed since the team first started. “Over the years, not only has the spirit gone up, but so has the volume. This team offers kids the opportunity for friendship and team building.”

Teams must do everything to design, build and program their robots in order to compete. To make sure the robot is ready for competition, the team goes over the tasks that need to be completed for the day and then allocates them amongst the members. At the end of the meeting, the team documents what works and what doesn’t, so that they can learn from the past and keep moving toward success. Being one of 100 teams in Minnesota and one of

six in Edina, they often share their findings with other teams and learn from those teams as well.

“One of the best things about the First Tech Challenge is that it teaches the kids gracious professionalism which is having good sportsmanship and helping each other out,” Jennifer Gill said. “It is not uncommon to see a team loaning another team a motor if their motor broke in the middle of the competition.”

Bucket Brigade, Extendomats and ET (new this year) are local teams from Valley View Middle School and Piece of Cake and Easy as Pi are local teams through South View Middle School. Like the Motorbolts, Team Apparently is a local neighborhood team with no affiliation to a school in the area.



Ike was the Motorbolt's robot from last season.

In early September, the team found out their challenge for the year is “Cascade Effect,” a challenge involving two sizes of balls and rolling goals. September and October were spent putting together the robot that would complete the challenge in the competition. There are eight qualifying competitions that started late last year and will finish this month. If during those competitions the team shows that their robot can complete the challenge, they will

advance to the state competition. Following the state competition is the Super Regionals competition and finally the World Championship. Last year, the Edina Motorbolts made it to the Super Regionals competition and hopes to do the same this year. The Bucket Brigade, Piece of Cake, Extendomats, and Easy as Pi teams also made it to the state competition last year.

Aside from the usual awards given out at competitions, First Tech Challenge likes to award teams that stand out in other ways as well. The top award that a team can receive is the Inspire Award, given to the team that serves as a role model for other teams. Last year, the Edina Motorbolts was the proud recipient of that award. The first year the team competed, they won the Think Award, given to the team that best reflects the journey the team took while building their robot.

Although a very successful team, they appreciate the journey that they take together throughout the season as they continue to learn and get better at what they love to do.

“I enjoy seeing all of the progress that the team has made throughout the season and what we have accomplished,” said Walt.

For more information on the Motorbolts, visit www.motorbolts.org.

City Looks Toward The Future With Fred Richards Park Concepts

By Jordan Gilgenbach

An escape from urban living with copious amounts of green space is what the City envisions for Fred Richards Park. Planning a new park in a fully developed City is no easy task, though.

“It’s huge for the park system,” said Parks & Recreation Director Ann Kattreh. “The opportunity to repurpose 42 acres of land to a community park in an entirely developed community is rare. We want to make sure we do it right.”

After receiving hundreds of comments and ideas throughout the summer and early fall, a vision for Fred Richards Park, 7640 Parklawn Ave., was adopted by the City. The vision guides the property to become a mixed-use park, with both active and passive spaces.

A “vision master plan” is the first step in translating public input into an actual development for the park. It describes “desired end uses and related physical features envisioned for the park,” according to the study presented to the City Council in October.

“We came at the visioning process with a blank slate,” said Kattreh. “What we were trying to do with the visioning is engage residents and find out from the community what they would like to see in the new community park.”

In April 2014, the City hired Schoenbauer Consulting to undertake the repurposing vision study of Fred Richards

Golf Course with a goal of establishing the parameters for the “highest and best public use” of the site.

“Public participation was key to ensure that everyone had a chance to voice their perspectives and that pertinent issues were discovered and addressed by the plan,” said Jeff Schoenbauer of Schoenbauer Consulting. “We strived to find the right balance between meeting the outdoor recreation needs of the broader community while respecting the concerns of residents most impacted by the change in land use.”

“We spent a lot of time with residents who live adjacent to the site to make sure we heard and fully understood their needs and concerns, and to determine what type of interaction they want to have with the park,” Kattreh said. “We feel we were able to do that successfully by offering a good amount of buffering and still providing a good experience to park users.”

Through dozens of meetings, open houses and online engagement, Schoenbauer found four common themes in responses: provide diverse uses; create a unique and innovative park; enhance natural park qualities; and manage car and pedestrian traffic to ensure easy access and minimal neighborhood disruptions.

“We were surprised by the amount of consensus we received,” Kattreh said. “We also heard a lot of unique, ‘out-of-the-box’ ideas for amenities.”

A park with active uses like an adventure play area, events area and field games, as well as passive uses like

open parkland with ponds, trails and naturalization, are envisioned for the site. The vision suggests the majority of the land – 60 to 65 percent – be used for passive uses, while the remaining 35 to 40 percent be used for active uses.

Kattreh said residents noted a lack of outdoor playground equipment in the southeast quadrant of the City.

“We heard a desire to think outside the box with non-traditional playground equipment,” she said, “and something for all ages that can accommodate young kids to teenagers. It’s both an exciting opportunity and challenge.”

The vision master plan is the first step in the new park becoming a reality. The City will issue a request for proposals this spring to develop a master plan for the park, where the ideas and plans from the vision would become more concrete and funding sources identified. As of now, the City does not have a timeline for redevelopment.

A soon-to-be-completed master plan for the City’s entire park system will play a part in Fred Richards Park’s master plan. This master plan will show what the park system has, what is missing and what needs to be improved.

For more information, contact the Parks & Recreation Department at 952-826-0367 or visit www.EdinaParks.com.

Changes Coming To Braemar Golf Course

This year, golfers will see changes to Braemar Golf Course’s driving range and executive course.

Beginning in July, weather permitting, Braemar’s driving range will be expanded and updated to better serve golfers for years to come. The course, which opened 50 years ago, last had major updates in the 1980s.

“Once the work is finished, golfers can expect to see an expanded tee area, a longer range, better quality turf, targets and a better teaching area,” said Braemar Golf Course General Manager Joe Abood. To accommodate those who wish to practice, Abood expects to keep the Braemar Golf Dome open.

In addition to expanding the driving range, the executive course will be converted to a Par 3 course and will have improved tee boxes, bigger and better greens and a new irrigation system.

These renovations are part of a six-point plan approved by the City Council in 2014 to realign the City’s golf enterprise.

“We want to get back to the golden age of Braemar,” Abood said. “We need to make it a premier facility again and attract all golfers of all abilities.” He noted that with so many golf courses, changes are necessary to survive.

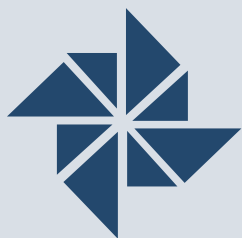
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Business Notes



Submitted Photo

Mayor Jim Hovland and Dan Rasmus recently opened a new Edina law firm.

have had for years and now seemed like the right time to start one," said Hovland of the opening of a law firm with his long-time colleague.

Both Hovland and his business partner chose to open the law firm in Edina because of the city's convenience in both office parking and location in the Twin Cities.

Although they are part of a general practice firm, each partner has his own specialties. Hovland enjoys working with entrepreneurs who are looking to start new businesses. Rasmus practices estate planning.

"Starting a firm together works because I trust and respect him," Rasmus said. "We work well together. I actually enjoy coming to work every day."

Mayor James Hovland And Dan Rasmus Open New Law Firm

In partnership with Dan Rasmus, Edina Mayor James Hovland recently opened a new law firm in Edina, Hovland & Rasmus, P.A.

"Starting a firm is a conversation that we

Hovland & Rasmus, P.A. is located at 6800 France Ave. For more information, visit www.hovlandrasmus.com.

Blue Cross And Blue Shield of Minnesota Opens First Retail Store In Edina

Blue Cross and Blue Shield of Minnesota has opened the state's first retail store operated by a Minnesota-based health insurer to make shopping for health insurance more personalized.

The company has signed a multi-year lease to operate a 3,500-square-foot space in the Yorkdale Shoppes on York Avenue near Cub Foods.

"We are excited to be the first health plan to open a retail location that is specifically designed to provide a full spectrum of shopping options, personalized service and health engagement opportunities," said President and CEO of Blue Cross and Blue Shield of Minnesota Michael Guyette. "The retail model has proven to be very popular with Blue Cross and Blue Shield plans in other states. Through our association, we are able to utilize those best practices and bring them here to Minnesota. We see the Edina location as our flagship store, and we hope to apply our experience and learnings to other areas of the state in the years to follow."

The store offers both individual consumers and Medicare enrollees face-to-face sales and service support from Blue Cross personnel.

The store features welcoming and modern interiors with a reception check-in desk, private offices for personalized



The new Blue Cross and Blue Shield of Minnesota retail store opened Saturday, Nov. 8, in the Yorkdale Shoppes on York Avenue.

consultations and a community gathering space for informal sessions and health and wellness activities.

“We could have gone anywhere, but we chose Edina because it has a thriving business community,” said Senior Product Consultant Marty Scheerer. “It’s a really active business and retail area and all of those things make it a great location for us. It’s a great opportunity for our new store to be able to meet the community needs as well as our own.”

The store’s grand opening was held in November. Walk-in hours are 9 a.m. to 7 p.m. Monday through Friday and

9 a.m. to 3 p.m. Saturday. Appointment scheduling is also available.

The Blue Cross and Blue Shield of Minnesota retail store is located at 6807C York Ave. S. For more information, call 952-967-2750 or visit www.bluecrossmn.com.

7500 York Celebrates 35 Years Serving Edina Seniors

7500 York Cooperative – the first Federal Housing Administration (FHA)-insured senior cooperative community in the United States – celebrated its 35th anniversary in July.

Developed and managed by Ebenezer and owned by its residents, 7500 York Cooperative promotes healthy aging in a participatory environment that successfully engages seniors and is often referred to as the most successful senior cooperative in the country.

“An entire Midwest movement of senior cooperatives has resulted from the success of 7500 York Cooperative,” said Ebenezer CEO Mark Thomas. “We are proud of its historical impact and how it has inspired other communities to develop social and healthy senior living environments.”

“If you are lucky enough to live at 7500 York Cooperative, you are lucky enough,” said resident Mark Johnson.

For more information about 7500 York Cooperative, visit www.7500york.com.

(continued on next page)

Twill Welcomes Peter Millar In-Store Concept Shop

Luxury apparel brand Peter Millar launched a new in-store concept store – Crown Shop – with specialty menswear boutique Twill, 3295 Galleria, in October.

“I am honored to welcome the Peter Millar Crown Shop to Twill,” says owner Scott Dayton. “Twill has been one of Peter Millar’s best specialty stores in the country for many years and I served on their advisory board for a number of years. As the brand grew tremendously, they started the Crown Shop program to partner with those stores that had a nice Peter Millar business and represented every single category that Millar offers.”

With the installation of the 500-square-foot shop, customers can expect a larger assortment of the Peter Millar collection and an enhanced merchandise display.

“We are thrilled to further showcase the Peter Millar brand with one of our finest specialty retail partners,” said Peter Millar’s Vice President of Retail, Scott Ruerup. “The Crown Shop solidifies our position as the premier Peter Millar destination in the Upper Midwest,” said Dayton.

Twill offers fine tailored clothing, an expansive collection of sportswear and a variety of accessories, and has become a premier shopping destination for men of discerning taste in the metro area.

For more information, visit www.twillbyscottdayton.com or www.petermillar.com.

New Edina Byerly’s Offers An Enhanced Grocery Shopping Experience

After months of construction, Edina’s new Byerly’s opened in September.

The 51,000-square-foot retail space includes the original features customers love, but also brings aspects exclusive to this location.

“We’re always striving to raise the bar for what a grocery shopping experience can be,” said Lund Food Holdings Communications Manager Aaron Sorenson. “[For Byerly’s, this store] is really a first of its kind. We’ve taken the best features from other Lunds & Byerly’s, included them here and added some new things.”

The Edina Byerly’s features hundreds of varieties of Artisan chocolates and candies; freshly pressed juices and cleanses from Zula; an expanded assortment of organic herbs and teas; super foods and essential oils, wine and tap beer; Creations Café with countless meal options and even a Health and Wellness Manager available to provide customers with guidance of holistic and conventional remedies.

“We are committed to continuously reinvesting in our stores to keep them fresh and innovative,” said Tres Lund, President and CEO of Lund Food Holdings, Inc. “Our new Byerly’s in Edina brings an added level of excellence to our offerings and services.”



The new Edina Byerly's opened to the public Sept. 18.

Byerly's, 7171 France Ave. S., is open 6 a.m. to midnight, seven days a week, and will eventually include a vibrant mix of retail and housing when development of the area is fully completed.

For more information on the store, visit www.lundsandbyerlys.com. For more information on the development project, visit www.71france.com.

– Compiled by Lauryn Grimes and Hannah Watkins

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Planning Matters

City OKs New Parasole Restaurant

A new seafood restaurant will soon open in Edina's Southdale district. Frauenshuh Inc. and Parasole Restaurant Holdings received approval from the City Council to build a restaurant at 7700 France Ave.

"We already have four restaurants in Edina, and are thrilled to add No. 5," said Alan Ackerberg, Parasole's Chief Development Officer. "We think we have a fair amount of expertise in this area ... an area in the market that is really not addressed." Ackerberg said the seafood restaurant will be a mid-priced "surf and turf"-style establishment.

Parasole's other four Edina restaurants are Good Earth, Mozza Mia, Salut Bar Americain and Pittsburg Blue. Parasole's headquarters are also in Edina.

The 7,600-square-foot, free-standing restaurant will have seating for up to 242 diners, with 63 designated parking spaces. An outdoor seating area and bar along France Avenue is also planned for the site.

Construction is expected to begin in the spring.

For more information, visit www.parasole.com.

66 West Closer To Reality

A plan to provide housing for young adults ages 18 to 22 who are or have been homeless took a step forward after the City Council approved a rezoning in late 2014.

St. Paul-based Beacon Interfaith Collaborative plans to purchase the former TCF Bank building at 3330 W. 66th St. The 18,000-square-foot building will be remodeled and a 10,000-square-foot addition built.

"It's shocking for people to know there are between 250 and 300 young people who are homeless in [the southwest metro]," said Lee Blons, Executive Director of Beacon Interfaith Collaborative. "It's really taking an invisible issue and making it visible. And it reflects how much Edina cares about kids and young people."

Blons said close access to the Southdale Transit Station, Fairview Southdale Hospital, Southdale Center and other establishments with entry-level jobs was a major factor in the selection of this site.

The building will house 39 small, studio apartments, each between 322 and 451 square feet. Each unit will contain a full kitchen and bathroom. The building will also have a community area for residents, fitness area, computer lab and laundry room. Administrative offices will also be included at the site. The secured building will be staffed 24 hours per day.

For more information, visit www.beaconinterfaith.org.

— Compiled by Jordan Gilgenbach

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‘Vision Edina’ Brings Community Together

By Lauryn Grimes

The City’s future visioning project is bringing the community together in new ways. Whether you’re a member of a City board or commission, long-time resident or high school student, Vision Edina is providing all who live or work in Edina an opportunity to have their voices heard.

“The Vision Edina workshops were a fantastic way to connect a wide range of groups – from a high school social studies class to senior condo association – in the same conversation,” said Assistant City Manager Karen Kurt.

Members of the community had the opportunity to participate in one of several public workshops or to host their own last fall. Approximately 500 people attended the workshops and many groups hosted their own, including the League of Women Voters of Edina, Edina Chamber of Commerce and five neighborhood associations.

“[This project will serve as] a guidebook for the City to use for planning,” said Edina resident and workshop participant Connie Carrino. “For people who often feel the City doesn’t listen, this was one way to have [City officials] listen to their thoughts.”

Consultants leading this broad-based and inclusive community visioning process worked with local residents, organizations and businesses to explore various aspects of the City’s character and future. Workshops consisted of both large and small group discussions as participants

heard about four plausible future scenarios and provided feedback.

“Part of our commitment with the process itself was to be informative and educational,” said CEO of Future iQ David Beurle, the consultant on the project. “We designed it so people would learn a lot about their community. We wanted to elevate the conversation in the city to help people understand the things that impact their lives.”

The initiative began with background research, defining the trends and implications for the future of the City. During two September “think tank” workshops, participants defined “drivers” shaping the future and developed the four plausible scenarios for the City. “We want to paint a picture of the direction we want to go,” said Kurt.

In October, Future iQ made its formal report, “Scenarios of the Future,” available to the public. The report outlines four plausible scenarios (highlighted in the graphic on the next page) which were created by following two opposing paths. One axis focuses on community fabric and character, the other focuses on balancing Edina’s redevelopment.

“I was really impressed that the City put this much time and effort into this project,” said Bill Sierks, a member of the Energy & Environment Commission and workshop participant. “The really interesting part was to get into groups and try to understand the different perspectives people have and what they’re based on. You get to know other people in the community and their take on issues.”



Beurle noted that people have been very engaged in the visioning process and are seeing the importance of the project. During the workshops, he explained what residents could expect from each of the plausible scenarios – strengths, weaknesses and everything in between – and encouraged participants to converse about each.

In January, Beurle will present final data and trends from the process to the City Council with a formal consultant’s report which will tie into the City’s Comprehensive Plan with goals and tactics with specifications on how to achieve the chosen vision.

According to League of Women Voters member Suzanne Kerwin, the workshop encouraged members to be active in their community. “It’s very hard to envision what the future will be,” she said. “We know what [Edina] is now

and to think about how it will change and develop in the future [is much] different.”

Each meeting gave participants the opportunity to talk about what aspects of Edina are most important to them, where they would like to see growth and what can go. The League had discussions about environmental sustainability, redevelopment and diversity in the City’s population during its workshop.

The Rotary Club of Edina hosted its meeting in November.

“I was happy to be a part of the visioning workshop,” said Scott MacDonald, Past President of the Rotary Club of Edina. “It forces you to take a macro look at things. I think we all take for granted what Edina is, but we are what we are because of a bunch of core values and the work of officials we elect to direct us.”

(continued on next page)



During two September “think tank” workshops, participants defined “drivers” shaping the future and developed the four plausible scenarios for the City.

Rotarian Barbara Born said she found the workshop to be exciting. “I think it’s been a great process and I look forward to seeing which direction it takes,” she said. “It’s a very inclusive process. I’d like to see Edina become a leader among first-ring suburbs.”

Edina resident Carolyn Jackson held a meeting in her home and invited members of her neighborhood. Even Jackson’s 16-year-old daughter, Meggie, contributed to their conversation.

“[During our one-hour meeting], we were able to cover the material and also have some very stimulating conversation about the process,” said Jackson. “I hope to see a clear set of benchmarks by which the City Council can make decisions.”

Edina Public Schools Service Learning Coordinator Julie Rogers Bascom attended the workshop for students at Edina High School.

“It was a great opportunity for kids to recognize that their opinions are valued,” she said. “The conversations they had were heartfelt and asked them to use critical thinking.

“At Edina Public Schools, we’re trying to make sure students leave with a sense of critical thinking; engaged, responsible thinking; and creativity. This opportunity really went to the heart of the things we hope our students leave with. This opportunity supported the goal of the [district’s] strategic plan.”

“The outcomes of this work [have helped] inform and shape important future investment and policy decisions in the City, which in turn will shape the character and nature of the City, its neighborhoods and commercial areas,” noted Beurle.

Beurle will present a final report summarizing the data collected through the workshops, as well as a draft vision statement, to the City Council at its Jan. 20 meeting. Additional feedback will be collected before a final version is adopted in the spring. After adoption, the vision statement will help guide the City’s comprehensive plan and capital and operating budgets.

For more information, visit www.EdinaMN.gov/vision or contact Kurt at 952-826-0415 or kkurt@EdinaMN.gov.

City Of Edina Facilities

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| Edina City Hall, 4801 W. 50th St. | 952-927-8861 |
| Edina Aquatic Center, 4300 W. 66th St. | 952-833-9560 |
| Edina Art Center, 4701 W. 64th St. | 952-903-5780 |
| Braemar Arena, 7501 Ikola Way | 952-833-9500 |
| Braemar Golf Course, 6364 John Harris Drive | 952-903-5750 |
| Braemar Golf Dome, 7420 Ikola Way | 952-903-5775 |
| Centennial Lakes Park, 7499 France Ave. S. | 952-833-9580 |
| Edina Liquor – 50th & France, 3943 50th St. | 952-903-5720 |
| Edina Liquor – Grandview, 5013 Vernon Ave. | 952-903-5740 |
| Edina Liquor – Southdale, 6755 York Ave. S. | 952-903-5730 |
| Edina Senior Center, 5280 Grandview Square | 952-833-9570 |
| Edinburgh Park, 7700 York Ave. S. | 952-833-9540 |
| Fire Station No. 1, 6250 Tracy Ave. | 952-826-0330 |
| Fire Station No. 2, 7335 York Ave. | 952-826-0357 |
| Public Works & Park Maintenance Facility, 7450 Metro Blvd. | 952-826-0376 |
| South Metro Public Safety Training Facility, 7525 Braemar Blvd. | 952-903-5700 |

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- Report a sewer backup or other Public Works emergency that requires immediate attention.

Officially Recognized Neighborhoods

Chowen Neighborhood Association

Contact: William Neuendorf, wneuendorf@yahoo.com

Concord Neighborhood Association

Contact: William Clark,
William@williamclarkphotography.com

Countryside Neighborhood Association

Contact: Christine Henninger; cmhjns@gmail.com

Elected Officials

| | |
|---|--------------|
| Jim Hovland, Mayor | 612-874-8550 |
| Mary Brindle, Council Member | 952-941-7746 |
| Kevin Staunton, Council Member | 952-836-1020 |
| Bob Stewart, Council Member | 952-833-9559 |
| Ann Swenson, Council Member | 952-484-4894 |
| Cathy Cella, School Board Member | 951-829-5302 |
| David Goldstein, School Board Member | 952-255-9295 |
| Randy Meyer, School Board Member | 612-720-3711 |
| Regina Neville, School Board Member | 952-351-4164 |
| Lisa O'Brien, School Board Member | 612-812-5569 |
| Sarah Patzloff, School Board Member | 952-926-7309 |
| Leny Wallen-Friedman, School Board Member | 612-799-0222 |
| Jan Callison, County Commissioner | 612-348-3168 |
| Melisa Franzen, Senator | 612-564-3299 |
| Ron Erhardt, Representative – 49A | 952-927-9437 |
| Paul Rosenthal, Representative – 49B | 651-271-8131 |

General Information

Call 952-927-8861 8 a.m. to 4:30 p.m. Monday through Friday for general information. If you have a situation after hours or on weekends, but do not require immediate response from a paramedic, firefighter, police officer or Public Works crew, call the Police Department's non-emergency number, 952-826-1610.

Morningside Neighborhood Association

Contact: Bob Kearney, Edina.morningside@gmail.com

Normandale Park Neighborhood Association

Contact: Katie Broich, Kathleen.broich@gmail.com

Pamela Park Neighborhood Association

Contact: Julie McMahan, juliemcjones@gmail.com

Strachauer Park Neighborhood Association

Contact: Chris Bremer, Bremer101@gmail.com

The Last Word



On Jan. 6, a unique and powerful governmental action will occur in Edina when a peaceful transfer of power will occur. Terms on the City Council for Council Members Joni Bennett and Josh Sprague will end. Terms for two newly elected Council Members, Kevin Staunton and Bob Stewart, will begin. This peaceful transition of government leadership happens so routinely in our country that we rarely

think about its significance, but it's something we should appreciate more than we do.

Joni Bennett was first elected to the City Council in November 2006. She was reelected in November 2010. Joni was an exceptionally active Council Member. Internally, Joni was a strong defender of the City's Comprehensive Plan. She was a fierce proofreader of every written thing produced by the City. Externally, Joni was an active member of the Minneapolis Drinking Water Advisory Board, the National League of Cities First Tier Suburbs Policy and Transportation and Infrastructure Policy committees and the Metro Cities' Housing and Economic Development and Transportation & General Government Policy committees. Recently, Joni emerged as the Council's key liaison on aviation noise issues.

Josh Sprague was elected to the City Council in November 2010. Josh came into the role of City Council Member with gusto. He leveraged his connections at the Southdale YMCA, Chamber of Commerce, Rotary Club of Edina, Edina Hockey Association and Edina Public Schools to bring many new voices into civic affairs. His interests in health and wellness were important factors in the City's development of a more robust network of bike lanes

and sidewalks, as well as the new Pedestrian & Cyclist Safety Fund to finance those improvements outside the conventional property tax solution. Also active in civic affairs outside of Edina, Josh was a member of the League of Minnesota Cities' Improving Local Economies Policy Committee and Metro Cities' Municipal Revenue & Taxation Policy Committee.

I have worked with many elected officials during my career. Every one of them volunteers to serve for his or her own reasons. The best of them serve because they want to improve the quality of life in their community through government. Sometimes that means building something, like a new domed athletic field or a new fire station. Other times, it means doing something better, like improving the financial operations of a City recreational facility or improving the regulatory management of the residential redevelopment process.

But I think that most of the time, their service is about the future. Council Members care about their town and want it to remain a good place to live, work and play. They serve because they think they have something to contribute to that future. Without the willingness of people like Joni and Josh to give up their leisure time, work time and family time, Edina would not have the exciting future that many of us are expecting.

As City Manager, I can sincerely tell you that both Joni and Josh made a lasting and positive contribution to that exciting future. I am grateful for the many sacrifices they made in order to serve the people of Edina.

Scott H. Neal
City Manager

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