

Minutes
Minnetonka Community Commission
Meeting of March 28, 2011

1. Roll Call

Commission members present: Paul Ansolabehere, Priscille Biehlmann, Bruce Gefvert, Betty Johnson, Michael Kelly, Jay Mega, Jr., Tammy Nelson, Heather Odland (chair), Naomi Stock, Lucie Taylor (vice chair)

Commission members absent: Marli Komarek, David Simon

Staff: Jacque Larson

Guest: Peggy Kvam

Chair Odland called the meeting to order at 6:36 p.m.

2. Discussion Items

A. New member introductions

Tammy Nelson has lived in Minnetonka most of her life. She has been in marketing for 20 years, with architecture, engineering and construction firms. Her father is Minnetonka Mayor Terry Schneider, so she has grown up surrounded by politics.

Bruce Gefvert has lived in Minnetonka for 14 years, near Lone Lake. He has served as an election judge, and served four terms on the Minnetonka Park Board. He is retiring from 3M at the end of the month.

The previous members of the commission introduced themselves too.

B. Approval of minutes: February 28, 2011

Taylor moved, Stock seconded a motion to approve the minutes as written for the February 28, 2011, meeting. All voted in favor.

C. Commission Member Check-In

Commissioner members discussed the proposed city calendar project. Mega said calendars tend to be very expensive. If the objective is clear that the calendar is to promote the city, perhaps decisions could be made so that the calendar doesn't cost so much. He suggested running June-May so the calendar doesn't compete with others.

Taylor said the calendar was suggested by a photo contest entrant as a way to promote the city. Jessen Press has provided printing quotes.

Stock asked for a clarification of meeting protocol from Chair Odland, specifically about how questions should be posed to the group. Chair Odland said the group is informal and permission to speak does not need to be granted by the chair.

Nelson suggested getting calendars from a promotional house rather than a printer, in order to save costs.

Johnson said the commission might be putting the cart before the horse, first the commission needs to decide why the calendar should be produced.

Ansolabehere suggested putting an article in the Minnetonka Memo asking residents what they want done with the photo contest entries. *Ansolabehere moved, Nelson seconded a motion, and all voted in favor of this idea.*

Stock asked about the mission of the community commission. She wanted to be sure the calendar meets the goals and objectives of the commission.

Gefvert said getting ideas through the Memo is a great idea, but that the Park Board often attended events in order to solicit ideas from residents.

Ansolabehere suggested promoting the commission at events such as Night for Neighbors and Open House. He suggested creating a subcommittee to put together a presentation and display.

Taylor moved, Gefvert seconded a motion, and all voted in favor.
Gefvert, Nelson and Biehlmann volunteered for this committee.

D. Minnetonka Reads

Taylor described her suggested book, The Red Umbrella. There was general agreement it was an enjoyable book to read by all ages. Ansolabehere thought it was cross-generational. Nelson thought the book should be tied in to schools, but Ansolabehere said the schools are too busy with curriculum to add extras. Nelson disagreed.

Ansolabehere moved, Kelly seconded a motion to adopt The Red Umbrella for 2012 Minnetonka Reads. All voted in favor.

Ansolabehere said he would take himself off the Minnetonka Reads subcommittee so Stock could join.

Mega was pleased with the ideas for marketing around The Red Umbrella, including suggested music and food tie-ins at the Minnetonka Farmers' Market. Other ideas included:

- Festival of Nations
- Mercado
- Johnson will contact Hopkins residents with possible Cuban ties
- Gefvert suggested contacting Tony Oliva

Ansolabehere commented it was good the committee has a year to plan, and Taylor reminded members that everything planned should tie in to the book – that is the central point of this activity.

E. Sister City Program

Mega would like to promote the city of Minnetonka to a wider audience. His interest is embryonic, so he's not prepared yet to answer questions. However, he wanted to give some background, then would do more investigation if the commission is interested.

Minneapolis, St. Paul, Duluth, Bloomington and Shoreview participate in the Sister City program. It's a way to share culture and educational opportunities through an exchange program. Mega thought there would be many benefits to the city of Minnetonka. He would like to ask local companies to financially support the venture.

Odland asked how cities are filtered or matched.

Mega said it is about \$500 a year to join the program.

The commission would like to know more about the program, and understand the benefits better. Gefvert asked if the city would support this effort. Larson responded that she had checked with city staff, and there was no indication this idea shouldn't be pursued.

Ansolabehere moved, Taylor seconded a motion for Mega to explore the Sister City Program further and bring more information to the next commission meeting. All voted in favor.

F. Miscellaneous

Ansolabehere talked about a Buy Minnetonka program that he would like to suggest to TwinWest in order to promote local businesses. He said Edina makes a huge splash about their summer activities. He thought perhaps the village centers should be promoted on a special weekend.

Taylor suggested idea where you would have to visit many places. Kelly suggested a scavenger hunt. This will be put on the agenda for the next meeting.

Odland said something like this might help promote Minnetonka Reads. Nelson said it reminds people that Minnetonka is bigger than its small areas. Mega wondered if there would be a possibility of moving city events from city hall to other venues.

Mega moved, Stock seconded a motion to table this discussion until the next meeting. All voted in favor.

Peggy Kvam introduced herself. She is running for city council and is trying to learn more about the various boards and commissions.

G. Next meeting: April 25, 6:30 p.m.

3. Adjourn

Ansolabehere moved, Taylor seconded a motion to adjourn. Meeting adjourned at 8:14 p.m.

Respectfully submitted,

Jacque Larson
Community Relations Manager