

**Minutes**  
**Minnetonka Community Commission**  
**Meeting of May 23, 2011**

**1. Roll Call**

Commission members present: Paul Ansolabehere, Priscille Biehlmann, Betty Johnson, Marli Komarek, Jay Mega, Jr., Tammy Nelson, Heather Odland (chair)

Commission members absent: Bruce Gefvert, Michael Kelly, David Simon, Naomi Stock, Lucie Taylor (vice-chair)

Staff: Jacque Larson

Chair Odland called the meeting to order at 6:34 p.m.

[Paul Ansolabahere arrived later in the meeting.]

**2. Discussion Items**

**A. Approval of April 25, 2011, minutes**

Action was tabled until the July 25, 2011, meeting.

**B. Community Commission Goals**

Larson explained to commission members that the city council recently approved a new strategic profile for the city. Going forward, the commission can help the city to evaluate its events and programs to ensure they are addressing the strategic profile goals. For example, when looking at city events and programs, we'd like to know:

- Are their gaps in what the city is offering?
- Are there things we can promote better?

Nelson said that one of the things commission members can do is be a voice for the city in getting the word out about what the city offers.

Mega suggested coming up with 10 or 11 activities the city does, and focus on those, rather than the entire list.

Johnson said that people respond to activities based on where they are now in their lives – if they have young children, or are retired; whereas some items are based on need. She thought an overall theme might be the activities that enhance quality of life in Minnetonka.

Members had several suggestions:

- Create different packaging pieces to target different audiences
- Create a special edition of the Minnetonka Memo that is set up by categories.

- Re-introduce the website
- Create a treasure hunt on the website

**C. Minnetonka Reads update**

Taylor will provide a report in July.

**D. Sister City Program**

Mega reported on a conference he attended about the Sister City program. After much discussion, and in light of the earlier discussion regarding focusing on the city's strategic profile without adding new programs, it was decided not to pursue this program.

**3. Adjourn**

Komarek moved, Mega seconded a motion to adjourn. Meeting adjourned at 7:50 p.m.