

AGENDA
Minnetonka Community Commission
Monday, July 25, 2011, 6:30 p.m.
Shady Oak Room
Minnetonka City Hall

1. Roll Call
Paul Ansolabehere, Priscille Biehlmann, Bruce Gefvert, Betty Johnson, Michael Kelly, Marli Komarek, Jay Mega, Jr., Tammy Nelson, Heather Odland (chair), Naomi Stock, Lucie Taylor (vice-chair)
2. Discussion Items
 - A. Approval of Minutes
 - April 25, 2011
 - May 23, 2011
 - B. Event feedback
 - C. Minnetonka Reads update
 - D. Photo Contest
 - E. Discuss meeting schedule for commission
 - F. Next meeting date
3. Adjourn

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.

**Minutes
Minnetonka Community Commission
Meeting of April 25, 2011**

1. Roll Call

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

Commission members absent: Marli Komarek, David Simon

Staff: Jacque Larson

Vice Chair Taylor called the meeting to order at 6:35 p.m.

[Chair Heather Odland arrived 6:55 p.m.]

2. Discussion Items

A. Approval of March 28, 2011, minutes

Nelson moved, Kelly seconded a motion to approve the minutes as written. All voted in favor.

B. Commission member check-in

Johnson said she is conducting a one-hour tour of Minnetonka with the Burwell tour guides in May. She has also been involved in school presentations related to the Burwell House.

Biehlmann said she is compiling elections history of Minnetonka, starting in 1957. The history will include voter statistics and turnout, with some history sprinkled throughout.

- Nelson suggested the city let schools know of this resource once it's finished, and that it could be announced in the city newsletter.

C. Minnetonka Reads

Taylor reported this program would be launched in 2012, after school is out but before Summer Festival. She also suggested that we recognize Hennepin County Library staff for the work they are doing on this program.

Stock said she is contacting people at the University of Minnesota International Center for possible tie-ins to the book.

Taylor asked if we would need permission to use the book cover art in promotional materials.

Kelly asked if perhaps the book could be performed in skit form by drama groups from Hopkins or Minnetonka.

Minnetonka Memo will include information about all events.

Nelson said a PR/communications plan should be developed.

Taylor left at 7:05 p.m.

D. Sister City Program

Mega said he spent time looking at three Sister City programs, in Bloomington, Columbia Heights and Shoreview. He is attending a conference in Minneapolis on April 30. At the next meeting he will have more information.

Mega said this can be a huge undertaking that needs funding.

Ansolabehere moved, Stock seconded a motion to form a subcommittee with Mega as chair. All voted in favor.

E. Photo Contest

Nelson, Gefvert and Biehlmann met after the last meeting. They thought a survey should be done with the next photo contest, asking people what the city should do with the photos.

They would like to go to events to talk about the community commission and would like to create a pop-up banner to draw attention to the commission.

F. Local Business Promotion

There was some discussion about how to promote local businesses.

Ansolabehere moved, Gefvert seconded a motion to adjourn. Meeting adjourned at 7:58 p.m.