

REPORT / RECOMMENDATION



To: HRRC

Agenda Item #: III.

From: MJ Lamon Staff Liaison

Action

Date: 3/24/2015

Discussion

Subject: Approval of Meeting Agenda

Information

Action Requested:

Approve the meeting agenda for the regular meeting of the Human Rights and Relations Commission.

Information / Background:

None.

Attachment:

Meeting Agenda

AGENDA
CITY OF EDINA, MINNESOTA
HUMAN RIGHTS & RELATIONS COMMISSION
March 24, 2015

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MEETING AGENDA

IV. APPROVAL OF February 24, 2015 REGULAR MEETING MINUTES

V. COMMUNITY COMMENT

*During “Community Comment,” the Human Rights & Relations Commission will invite residents to share relevant issues or concerns. Individuals must limit their comments to **three minutes**. The Chair may limit the number of speakers on the same issue in the interest of time and topic. Generally speaking, items that are elsewhere on tonight’s agenda may not be addressed during Community Comment. Individuals should not expect the Chair or Commission Members to respond to their comments tonight. Instead, the Commission might refer the matter to staff for consideration at a future meeting.*

VI. Welcome New Members

VII. Guest Speaker: Karen Kurt, Assistant City Manager

VIII. REPORTS/RECOMMENDATIONS

A. Work Plan Updates

B. Establishing 2015 Committee and Working Group Chairs and Members

C. League of Minnesota Human Rights Commissions

D. 2015 MN Legislative session on Human Rights

IX. CORRESPONDENCE AND PETITION

X. CHAIR AND COMMISSIONER COMMENTS

XI. STAFF COMMENTS

XII. ADJOURNMENT

The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 at least 72 hours in advance of the meeting.

REPORT / RECOMMENDATION



To: HRRC

Agenda Item #: IV.

From: MJ Lamon Staff Liaison

Action

Date: 3/24/2015

Discussion

Subject: Adoption of Meeting Minutes

Information

Action Requested:

Approve the minutes for the regular meeting of the Human Rights and Relations Commission.

Information / Background:

None.

Attachment:

Draft meeting minutes from HRRC meeting; Attendance Roster

**MINUTES
OF THE REGULAR MEETING OF THE
HUMAN RIGHTS & RELATIONS COMMISSION
February 24, 2015 7:00 PM
City Hall – Community Room**

I. CALL TO ORDER

Chair Seidman called the meeting to order at 7:00pm.

II. ROLL CALL

Answering roll call were Commissioners Arseneault, Bigbee, Gates, Kennedy, Chair Seidman, Weinert, and Winnick. Staff present: HRRC Staff Liaison MJ Lamon and City Management Fellow Lindy Crawford.

III. APPROVAL OF MEETING AGENDA

Motion was made by Arseneault to approve the Regular Meeting Agenda of February 24, 2015. The motion was seconded by Kennedy. Motion carried.

IV. APPROVAL OF January 27, 2015 REGULAR MEETING MINUTES

Commissioner Kennedy moved to approve the minutes as presented to the HRRC. Commissioner Arseneault seconded. Motion carried.

V. COMMUNITY COMMENT

None.

VI. REPORTS/RECOMMENDATIONS

A. Work Plan Initiative Updates

a) Community Outreach (Bigbee, Davis)

Commissioner Bigbee shared that a meeting was held on February 17th but no one was in attendance. The working group has cancelled the meeting scheduled for February 25th. There are two meetings scheduled for March. Depending on the turnout of those meetings, the working group may have to schedule more meetings for April or later, and the project's target completion date might have to be changed to later in 2015. The working group co-chair, Commissioner Davis, will update the HRRC about next steps in following meetings.

b) Human Rights City Designation (Kennedy, Sanders)

Commissioner Kennedy has a working group meeting scheduled for March 16th to work through the general scope of the project. She has talked with stakeholders about having presentations at City venues and public spaces in hopes to reach many people in the community.

c) Days of Remembrance/Genocide Awareness (Seidman, Kennedy, Arseneault)
Chair Seidman, Kennedy, Arseneault, and former Commissioner Cashmore have been working on this project. They completed a public service announcement which will be released in March. They are working with Staff Liaison Lamon on the schedule for the event and other details. The event will be held on Sunday, April 19th from 1:00-3:30pm at City Hall. The working group has requested marketing pieces from the Edina Communications and Technology Services department to be used for advertising.

d) Affordable Housing (Winnick)

Commissioner Winnick shared that the City of Edina currently has two affordable housing projects that are pending, 66 West and 7200 France. The 66 West lawsuit has been dismissed. At this point, the plaintiffs in the case have been anonymous. Winnick would like the HRRC to ask City staff if we can find out who the plaintiffs are in the case. Motion was made by Winnick to ask Staff Liaison Lamon to inquire with Scott Neal, City Manager whether it is possible to learn the identity of the plaintiffs. Bigbee seconded. Motion carried.

Winnick shared that 7200 France may be back for consideration, so the HRRC needs to stay informed about this potential project. Winnick has been in contact with the developer, architect, and the City of Edina Planning department.

e) Body Image and Sexuality Awareness (Student Commissioner Gates, Seidman, Arseneault)

Student Commissioner Gates would like to interview supportive parents and grandparents of teens to discuss how they feel about their children / grandchildren's identifying with sexuality. Gates's goal is to put the interviews online to help and teach other parents and hopefully change their view on body image and sexuality awareness. Gates met with the Edina High School GSA club for ideas and support. She has emailed various organizations and is hopeful to get support from them as well.

f) Human Trafficking (Student Commissioner Weinert, Seidman, Arseneault)

Student Commissioner Weinert advised that the Human Trafficking Committee has met and set the date for an event on April 9th from 6:30-8:30pm at City Hall to raise awareness about human trafficking. Weinert is working with Against Modern Day Slavery Club at Edina High School as a co-sponsor; the event will involve both students and adults. The plan is to ask Breaking Free for a speaker on sex trafficking in Minnesota for the first part of the program, then there will be a panel discussion afterwards. Weinert is in the process of contacting various organizations to identify panelists for the program.

B. Revisit 2015 Meeting Schedule

Commissioner Arseneault shared that three new HRRC members will be starting in March and we will want them to feel and be engaged in our work as soon as possible, so it does not make sense to have them wait until May for the next meeting. Motion was made by Winnick to reinstate the HRRC regular meeting on April 28, 2015. Kennedy seconded. Motion carried.

C. Tom Oye Vote

There were seven nominees for the 2015 Tom Oye Award. Three of those nominees were rolled over from the previous year. Commissioners each shared their top two nominees in two rounds of comments. Motion was made by Arseneault to award the Tom Oye Award to Jessi Kingston. Kennedy seconded. Motion carried.

Motion was made by Arseneault to have the HRRC provide funds to pay for one guest selected by the Tom Oye Award recipient to the Volunteer Awards Reception. Winnick seconded. Motion carried.

The 2015-2016 Tom Oye Committee will be charged with reviewing the award process and making recommendations by the June meeting of the HRRC for guidelines, changes and / or improvements on the following:

- How to honor all of the nominees
- Roll over
- Timeline (date applications are due)
- Criteria for award
- Individual vs group nominees
- HRRC members as nominators
- HRRC members (past or present) being nominated

D. Response to Community Correspondence

The HRRC discussed the response to community correspondence letter template in the meeting packet. Following concerns about the length of the letter and the message it conveys, Commissioner Winnick proposed revised language. The HRRC responded positively to the revised language. There was consensus to utilize the letter template as revised by Winnick as an appropriate response to community correspondence.

VII. CORRESPONDENCE AND PETITION

The HRRC addressed correspondence received in the meeting packet. Kennedy noted that she would sit on the League of Minnesota Human Rights Commissions if the HRRC decided to become a member. Motion was made by Winnick that the HRRC become a member of the League of Minnesota Human Rights Commission for 2015. Arseneault seconded. Bigbee abstained. Motion carried.

Commissioner Bigbee advised that in researching the Day Without Violence correspondence, he was not able to find a contact. At this time the HRRC will not take up this issue.

VIII. CHAIR, COMMISSION MEMBER, AND STUDENT COMMENTS

Chair Seidman stated that the next HRRC meeting is March 24, 2015. The HRRC will have three new members at that time. Seidman thanked Bigbee for six years of service to the HRRC including his two years as chair, and she thanked the HRRC for her time serving as Chair.

Commissioner Bigbee shared that the support from City Council, City staff, and other boards and commissions has been honorable over the past six years. He shared a few things he has learned during his time on the HRRC.

Kennedy has a meeting with legislators (Senator Pappas and Representative Allen) and the Executive Director of the Indian Affairs Council tomorrow to discuss Indigenous People's Day legislation to be proposed this legislative session. She is planning to recruit a law student for the Human Rights City Designation working group.

Student Commissioners shared what they have gained through their service on the HRRC.

IX. STAFF COMMENTS

Staff Liaison Lamon shared that all new boards and commission members have orientation tomorrow evening. The Volunteer Awards Reception is Wednesday, April 29 at 5:30pm. The Boards and Commissions Annual Meeting is Monday, April 20, 2015 at 5:30pm.

X. 2015 ANNUAL ELECTION

Commissioner Winnick reported that the nominee for Chair is Commissioner Arseneault and the nominee for Vice Chair is Commissioner Kennedy. Chair Seidman opened the floor for nominations. Motion was made by Winnick that nominations be closed. Bigbee seconded. Motion carried.

Winnick moved to approve the slate of nominations of Arseneault for Chair and Kennedy for Vice Chair. Bigbee seconded. Motion carried.

XI. ADJOURNMENT

Motion was made by Commissioner Arseneault to adjourn the February 24th meeting, Winnick seconded. Motion carried. Meeting adjourned at 9:08pm.

Respectfully submitted,

MJ Lamon, HRRRC Staff Liaison

Minutes approved by HRRRC March 24, 2015

Pat Arseneault, HRRRC Chair

REPORT / RECOMMENDATION



To: HRRC

Agenda Item #: VI.

From: MJ Lamon Staff Liaison

Action

Date: 3/24/2015

Discussion

Subject: Welcome New Members

Information

Action Requested:
None.

Information / Background:
Maggie Vecchio-Smith

Tony Tian

Jasna Burza

Attachment:

Updated Public Roster.

Updated schedule of meetings and events.



Boards and Commissions Public Rosters

City Of Edina
HRRC

Last Name	First Name	Membership Type	Street 1	Street 2	Zip	Public Info Provided	Public	Public Email
Arseneault	Patrice	Adult BC	5525 Hansen Road #111		55436	Email & Phone	(952) 367-7951	arseneault.westchester@gmail.com
Burza	Jasna	Adult BC	3613 W 54Th St		55410	Email Only		jasna.burza@gmail.com
Davis	Laura	Adult BC	5210 Villa Way		55436	Email & Phone	(952) 929-3281	jdlaura2004@yahoo.com
Gates	Nicole	Student BC	5610 Concord Avenue		55424	Email Only		snowsheba@gmail.com
Kennedy	Ellen	Adult BC	7220 Cornelia Drive		55435	Email & Phone	(952) 693-5296	kennedy@worldwithoutgenocide.org
Sanders	Tiffany	Adult BC	5209 W 60th Street		55436	Phone Only	(952) 920-5128	
Seidman	Janet	Adult BC	6417 Timber Ridge		55439	Email & Phone	(952) 334-9799	jdseidman.247@gmail.com
Tian	Tony (shuo)	Adult BC	6220 Balder Lane		55439	Email Only		tianx038@umn.edu
Vecchio-Smith	Margaret	Adult BC	7316 Wooddale Ave. S.		55435	Email Only		mvecchiosmith@yahoo.com
Weinert	Katrina	Student BC	4602 Arden Ave		55424	Phone Only	(952) 926-1813	nelydust@gmail.com
Winnick	Stephen	Adult BC	7117 Lanham Lane		55439	Email & Phone	(952) 944-3453	winsteve@comcast.net
Volunteer count: 11								



HUMAN RIGHTS & RELATIONS COMMISSION

2015 Meetings and Events

Day	Date	Event	Time	Location
Tues	Jan 27	Regular Meeting	7:00 pm	Community Room
Tues	Feb 24	Regular Meeting	7:00 pm	Community Room
Tues	Mar 24	Regular Meeting	7:00 pm	Community Room
Thurs	April 9	Human Trafficking	6:30 pm	City Hall Lobby/Chambers
Sun	April 19	Days of Remembrance	1:00 pm	City Hall Lobby/Chambers
Mon	April 20	BC Member Annual Meeting	5:30 pm	Centennial Lakes
Tues	April 28	Regular Meeting	7:00 pm	Community Room
Wed	April 29	Volunteer Recognition	5:30 pm	Braemar Golf Course
Tues	May 26	Regular Meeting	7:00 pm	Community Room
Tues	June 23	Regular Meeting	7:00 pm	Community Room
Tues	July 28	Regular Meeting	7:00 pm	Community Room
Tues	August 25	Regular Meeting	7:00 pm	Community Room
Tues	Sept 1	Work Session w/ City Council	6:00 pm	Community Room
Tues	Sept 29	Regular Meeting	7:00 pm	Community Room
Tues	Oct 27	Regular Meeting	7:00 pm	Community Room
Tues	Nov 17	Regular Meeting	7:00 pm	Mayor's Conference Room
Tues	Nov 24	Regular Meeting	7:00 pm	Community Room
Thurs	Dec 10	Regular Meeting (Televised)	7:00 pm	Council Chambers

*Canceled Meetings are crossed out.



To: Human Rights and Relations Commission

Agenda Item #: VII.

From: Karen M. Kurt

Action

Date: March 24, 2015

Discussion

Subject: Vision Edina

Information

Action Requested:

Review draft Strategic Vision and Framework Report and share feedback with City Council.

Information / Background:

Vision Edina is a broad-based and inclusive community visioning process. The Vision Edina initiative worked with local residents, organizations and businesses to explore:

- What is unique and important about living in Edina?
- Where is there opportunity or need to evolve or change?
- How can we continue to progress to keep the city relevant and attractive to current and future residents and businesses? What is our competitive edge?

Vision Edina will serve as an important foundation for other strategic efforts, such as the City's Comprehensive Plan and Capital Improvement Plans. When finished, Vision Edina will replace [Edina Vision 20/20](#), which was developed in 2000 and updated in 2003.

The City Council is seeking feedback from Board and Commission members prior to their work session on April 21. Members can share feedback 1) individually using Speak Up Edina or email at mail@edinamn.gov or 2) as a group by submitting comments or meeting minutes to the Assistant City Manager.

The goal is to approve the draft Strategic Vision and Framework Report during the month of May.

A scenic photograph of a park. In the foreground, there is a body of water with reeds. A blue kayak with two people is on the water. In the middle ground, a dark brown wooden bridge with a lattice railing spans across a rocky stream. People are walking on the bridge. In the background, there are green trees and a brick building. The word "DRAFT" is overlaid in large, white, semi-transparent letters across the center of the image.

VISION EDINA
CITY OF EDINA
DRAFT STRATEGIC VISION and FRAMEWORK

This vision and framework is an outcome of the broad-based community engagement and visioning process, conducted between September and December 2014

January 2015

CITY OF EDINA DRAFT STRATEGIC VISION AND FRAMEWORK

VISION EDINA

This vision and framework is an outcome of the broad-based community engagement and visioning process, conducted between September and December 2014.

January 2015





VISION EDINA

Vision Edina represents a fresh look at the future for the City of Edina. This work builds on the previous Edina Vision 20/20 planning work that was undertaken 15 years ago. Since that time, the world has changed. We are subject to stronger external trends and forces, and we face renewed pressures with increasing population and developmental growth. The future we face is one filled with greater uncertainty, more rapid pace of change and emerging new opportunities. Vision Edina allows us to step back and look again at the big picture, and decide how we continue to evolve to remain a relevant, competitive and progressive city.

Vision Edina is a long-term strategic framework that helps our community understand and guide the important decision-making that will impact the City's future. This framework lays out the key issues identified by our community, which we need to be focusing our attention and resources on, over the coming years. The Vision Edina work and publications have been developed through a broad-based and inclusive community visioning process conducted in 2014.

It is proposed that the current City of Edina mission statement remains unchanged. This is a potent and relevant mission statement that has, and continues to, serve the City well.

“Our mission is to provide effective and valued public services, maintain a sound public infrastructure, offer premier public facilities and guide the development and redevelopment of lands, all in a manner that sustains and improves the uncommonly high quality of life enjoyed by our residents and businesses.”



EDINA'S VISION STATEMENT

Edina holds a well-earned reputation as a city of choice. It is the model of a successful, mature, and progressive urban community, which remains relevant in a modern and evolving world. We maintain our heritage and attractiveness, and afford our residents the highest quality of life, while actively embracing the future. Within the context of North America and the Twin Cities, Edina is known as a distinguished location that provides the ideal environment to raise families, run businesses and simply enjoy life.

The features that define our future community include:

Inclusive and Connected

- Our community embraces diversity and cherishes the contributions of all residents and stakeholders, whatever their background, age or interests.
- The community offers an enticing mix of residential development that retains and builds upon our strong foundation of single-family housing, but also includes a dimension of higher density multi-family options, especially for the young and the old.
- Edina strives to promote a healthy demographic mix that builds on the tradition of multi-generational families, and also provides entry opportunities for new people seeking to raise families, start businesses, and join our quality community.
- Transportation options of all kinds are available, allowing residents to be connected via a network of transportation modes that fosters mobility for people and connects the community together.
- Our cohesive neighborhoods are able to retain their unique individual character, while being linked seamlessly together into the broader fabric of our city, and beyond to the larger metropolitan area.

Built-to-Scale Development

- The community has worked hard to create an innovative and long-term comprehensive development policy, which strikes the right balance between renewal and progress, and protection and preservation. This has allowed the City to navigate the period of intense redevelopment and create a richer more vibrant city, without losing our historic neighborhoods.
- Our development policy promotes and encourages innovative ideas, and we have formed a working partnership between the community and the developers where creative solutions are found to create the best long-term outcome from new developments.
- Our community's commercial and retail base has been significantly enhanced through the creation of more mixed-use locations, sympathetically woven throughout our neighborhoods. These small nodes enhance our neighborhood feel and quality of life, and provide important community gathering points.

- We have proactively developed planning procedures and policies that allow the character of our neighborhoods to be protected and enhanced, and that local development reflects the aspirations of the neighborhood associations and residents.

Sustainable Environment

- Edina has taken its responsibility for the environment seriously. As a community we have focused and invested in world-class citywide resource management systems, built around the leading principles of environmental sustainability.
- We have implemented sophisticated systems, including recycling, energy efficiency and management of water, to the point where we have substantially reduced our overall environmental impact and significantly increased the efficiency in our resource use.
- Our planning has integrated the best-proven standards of sustainable building and environmental stewardship into all aspects of our city planning and building codes. We are regarded as a leader in the integration of environmental management into city management and function.
- Our community continues to treasure and protect our public spaces and parks, and these have been further enhanced to build biodiversity and natural ecosystems, which in turn support and purify our natural environment.

A Community of Learning

- Edina has continued to evolve as a highly engaged community, where residents share the responsibility for decision making and working collectively toward the common vision.
- We recognize and appreciate the significant value of our education system, and we continue to work and invest to strengthen and grow this key community asset.
- As technology and society has evolved, so has our prized education system. We have a high quality, future orientated education system, which undeniably prepares our students to thrive in an increasingly competitive and globalized world.
- As residents, we never tire in our pursuit of knowledge and understanding. We collectively promote the value of engagement and education, and we ensure that we have the capacity as a community to understand and remain agile in a fast changing and complex world.

Future-Oriented

- As a community, we continually look forward and are always working to remain competitive, relevant and innovative. We stand on the foundation of our traditions, but are not afraid to adapt and change as the city evolves.
- Our city leaders and organizations are actively engaged in regional leadership and in ensuring the interests of Edina are represented at the level of the Twin Cities metropolis, but also beyond. Our City's priorities and interests are fundamentally integrated into the broader regional planning.
- Edina is willing to use its privileged position, resources, and expertise to apply new ideas and technology, and we actively invest ourselves in finding and creating innovative solutions to the emerging challenges of living in a major city.



STRATEGIC FOCUS AREA, ISSUES AND ACTIONS

Eight key strategic focus areas have emerged through the Vision Edina process. These areas are built from the key drivers and issues identified early in the Vision Edina process, and have carried through the extensive community and stakeholder engagement process. These focus areas, and the attendant issues and actions, represent emerging priority areas that can both leverage and guide the future evolution of our city. This is not intended to be an exhaustive list, and in no way displaces the underlying foundational work that continues on our key areas of infrastructure, community services, governance, and fiscal management. Rather, these strategic focus areas represent key emerging priorities, and reflect the core drivers of our future that can be summarized in the categories of **'Balancing Edina's Redevelopment'**, and **'Enhancing Our Community Fabric and Character'**.



1. RESIDENTIAL DEVELOPMENT MIX

The issue of residential property development has been repeatedly raised throughout the Vision Edina process. The City has been faced with a number of redevelopment pressures and challenges across numerous areas of the city. Residents strongly favor a continued focus on the single-family housing nature of the majority of the city neighborhoods, but there is increasing concern about the trend and impact of so-called 'teardowns' on the community. There is also recognition of some need to develop more multi-family options in order to serve the needs of young professionals and our senior citizens, and create some diversity in housing affordability.

ISSUES

- Residential neighborhoods continue to serve as the defining characteristic of the city, and there is a high desire to protect and enhance such neighborhoods.
- Residents take a great deal of pride in their homes, and express concern about the escalating redevelopment pressures facing some neighborhood areas.
- Edina continues to face competition from neighboring communities that claim to offer a similar quality of life while also offering more available land for development.
- The community must balance the needs of the families that have defined its character, with an aging population that desires to 'age in place.'

STRATEGIC ACTIONS

- Further encourage the development of the neighborhood associations and the overall neighborhood concept. Define the unique character and brand of each of the well-established neighborhoods, and explore innovative planning guidelines to allow preservation and enhancement of the desired neighborhood visual appeal.
- Pursue further planning and development options that protect and locate key amenities, such as parks and community facilities, within the neighborhood framework to allow neighborhood centers and focus points to further evolve.
- Continue to explore options and opportunities for new multi-family development opportunities in the Southdale, Pentagon Park, and Grandview areas, and on the appropriate fringes of other mixed-use areas and public spaces.



2. TRANSPORTATION OPTIONS

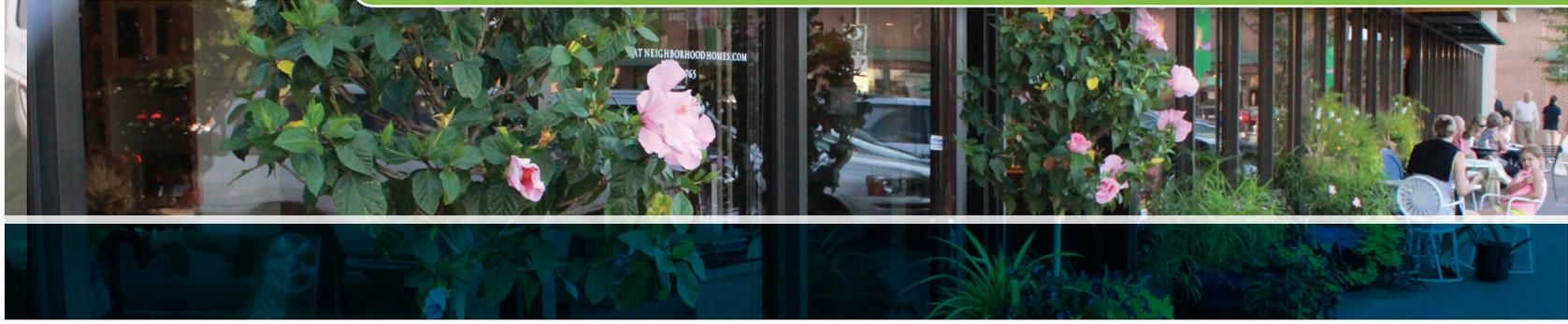
Participants in the Vision Edina process expressed a strong desire to continue to expand a variety of transportation options to both reduce the dependency on automobiles, but also to enhance the community's ease of connectivity. Access to a variety of biking and walking trail options is a key amenity that helps residents feel connected to their community, and improve the overall quality of life. A diversity of transportation options is also highly preferred among younger residents. However, such options have met resistance in some areas, largely in response to concerns about immediate local impacts. The larger community sentiment of support should be highlighted to advance policies and developments deemed to be in the larger public good.

ISSUES

- The community's infrastructure continues to age and be stressed by increasing traffic volume.
- The majority of Edina's employed population works outside of the City and is therefore reliant on the connectivity and maintenance of the roadway system for their livelihood.
- The community overall is highly supportive of increased diversity and integration of transportation and local access options, but has a lesser appetite for a transit-forward strategy.

STRATEGIC ACTIONS

- Undertake community education and promotion, to highlight the broad support and benefits of more diverse transport options, and particularly to highlight the support expressed across multiple age demographics.
- Continue to work actively with Metro Transit to expand transit options to Edina, and ensure that Edina residents do not become further isolated from the larger transit infrastructure.
- Continue to develop an integrated long-term plan that lays out a future orientated and ambitious transport network that covers multiple modes of transport and takes into account potential impacts of future technology on transport modes and corridors.
- Continue to promote and develop the sidewalk, trail and bike lane networks to improve accessibility and connectivity throughout the City, and beyond.



3. COMMERCIAL DEVELOPMENT MIX

Edina has traditionally embraced commercial development along a relatively narrow corridor along France Avenue, and originally anchored by Southdale Mall. While this practice has been successful and has led to additional growth along France Avenue and elsewhere, Vision Edina participants have expressed a desire for easier and more proximal access to small retail options and other amenities. Many participants of the engagement process highlighted the unique and appealing experience of the 50th and France precinct. New development opportunities can build upon this example to develop neighborhood nodes of an appropriate scale, in other locations across the City.

ISSUES

- Edina has historically favored large-scale commercial development. Best practice and community desire has moved towards also including smaller-scale models.
- Some residents currently feel somewhat disconnected from common amenities, including banking, dry cleaning, groceries, and pharmacies – and this is an issue likely to be exacerbated with an aging population.
- The community has a significant once-off redevelopment opportunity in Pentagon Park and other areas key areas, but as of yet, there appears to be no clear community consensus as to the best and most appropriate uses and ultimate outcome.

STRATEGIC ACTIONS

- In light of the escalating developmental pressures facing the Council and City, the City should as a priority renew its broader land use plan. This plan should examine and consider the future broad fabric of the community, and begin to define key nodes of higher density mixed use, and potential nodes of small-scale commercial opportunity, embedded in more of a neighborhood context.
- More consideration of scale and appropriate mixed use could be used in the review of new commercial development proposals, especially to take into account the compounding impact of numerous developments in close proximity, and the concerns about this overall impact on streetscape, environmental aspects, transportation and utilities and services.
- The community should further examine and consider the viability of developing small neighborhood-based business nodes, to provide a range of local amenities and services.
- Edina should continue to explore strategies that promote the continued vitality of existing core retail zones around Southdale Mall, and also actively pursue economic development strategies targeting specific professional services clusters. These approaches could enhance the core economic underpinning of the local economy.



4. LIVE AND WORK

Edina's community has a large number of high wage earners, most of who commute to areas outside the city for work. Therefore, Edina is highly dependent on the vitality of the regional economy to maintain prosperity. At the same time, the community also recognizes a growing desire, especially among young professionals to both live and work in the same location. There is evidence to suggest this represents part of a larger societal trend, and could have important implications to the future location appeal of Edina. The City currently offers limited opportunities to do so, as a mismatch exists between the wage-earning potential of many of the employment opportunities in the community and the relatively high cost of quality housing. However, the City is very well endowed with recreation facilities, which offers excellent outdoor and sporting amenities.

ISSUES

- Many of the city's residents commute outside of the city for work. This creates a disincentive to young professionals who may aspire to live and work in Edina.
- The community does not possess significant spaces for collaborating, start-ups or telecommuting.
- Many key staff in organizations across Edina cannot afford to live in the community, creating a potential service disconnect.

STRATEGIC ACTIONS

- Edina should support the development of a start-up or entrepreneurial climate in the city, and bring together key stakeholders to develop an integrated economic development strategy.
- The community should consider the inclusion of incubators or co-working spaces in any new redevelopment projects and in mixed-use proposals.
- The City should promote the development of a mix of commercial amenities, including restaurants and cultural amenities, which are attractive to young families and professionals and can further act as connection points or hubs within the fabric of neighborhoods and development areas.



5. EDUCATIONAL FOCUS

Edina Public Schools are recognized as one of the principal assets of the community. The school district and its institutions are routinely recognized as among the best in the state and nation. Participants in the Vision Edina process routinely singled out quality education as one of the defining characteristics of their preferred future. However, respondents also expressed a desire for the greater use of technology in the classroom, expansion of cultural and 'globally-focused' learning opportunities, and the promotion of lifelong learning.

ISSUES

- Education policy and funding are largely the responsibility of other entities, placing the City in an advocacy and partnership role.
- Respondents desire an educational system that maintains high quality while also embracing new techniques and technologies.
- While Edina Public Schools and other local institutions adeptly provide K-12 education, the community is largely responsible for providing lifelong learning and other cultural education opportunities.

STRATEGIC ACTIONS

- The community should promote a culture of learning among all of its residents, and continue to find ways to explore, understand and present best practice across a range of topics. In particular, it is important to expand the scope beyond regional expertise and explore best practice and emerging trends on a global scale.
- The City should continue to foster their productive working partnership with Edina Public Schools. These two entities represent some of the key leverage points in the City, and combining their influence could accelerate the progress on key initiatives.
- The City and school district should continue to explore future opportunities for expanded partnerships between the school and existing employment opportunities within the city, thereby helping develop career paths and local workforce development.



6. POPULATION MIX

The demographics of the Twin Cities are constantly changing as new residents are attracted by strong regional employment prospects, economic tailwinds and quality cultural and public amenities. Edina is well positioned to attract many of these new residents because of its high quality of life. Edina's population is also undergoing a generational transformation as its population continues to age, creating a new group of active retirement senior citizens with different housing and amenity needs. Developing an effective balance in each of these areas is critical to ensuring future sustainable growth.

ISSUES

- The perception of an 'Edina Bubble' carries with it the stigma of being an exclusive and exclusionary community.
- The relatively high cost of housing is also viewed as a perceived barrier to entry into the community, especially for younger families.
- The needs of an aging population are often in conflict with the preferences of the younger residents the community seeks to attract.

STRATEGIC ACTIONS

- Edina Public Schools should continue to expose students, and parents, to a variety of cultural experiences. This will serve to foster a global mindset, while also cementing the education system as a key population draw.
- Edina's civic organizations should promote a welcoming image of the city. These efforts should be equally directed towards new residents and new businesses. These organizations should also take a lead role in publicizing the City's cultural amenities.
- The City should continue to prioritize amenities that meet the needs of residents of all ages. The City should continue discussions about the effects of an aging population, as referenced in the Vision 20/20 process. Similar efforts should be used to engage young adults, including high school students.



7. ENVIRONMENTAL STEWARDSHIP

There is a growing awareness of the impact that the built environment has on the natural environment, and the individual and collective responsibility we all have towards good environmental stewardship. Community residents and stakeholders believe that Edina can take an active and ambitious internal and regional leadership role in promoting more comprehensive recycling, smart building, and energy efficiency practices. These themes couple well with the parallel benefits in smarter urban planning, increased transportation options, and application of technology.

ISSUES

- Residential and commercial developers have little incentive to balance environmentally friendly building practices with market pressures, or in fact to provide leading edge examples of energy efficient and environmentally sensitive construction.
- Currently, residential waste removal and other environmental services are poorly coordinated, and in some cases resulting in multiple providers serving the same streets, contributing to noise, environmental impact and inefficiencies.
- The need for green spaces is well recognized, but the use of these areas currently follows more traditional 'green lawn' approaches rather than integrated habitat zones.
- Developmental pressures are likely to continue to place increased demands on the City's infrastructure and contribute to concerns about decline in environmental quality in the city.

STRATEGIC ACTIONS

- Develop a comprehensive citywide environmental management plan, that explores and includes best practice in terms of water management, biodiversity, green space management, street scape preservation and waste management.
- Partner with energy and utility service providers to educate residents on the importance of energy efficiency in their daily living, and promote energy efficiency and smart building practices at all City-owned properties. This could include well established practices such as publishing data on the carbon emission, waste levels and recycling levels.
- Identify a series of environmental flagship pilot projects to bring stakeholders together and begin exploring creative solutions. Examples could include: waste collection and management across the city; recycling and green waste management; environmental overlays on development projects such as Pentagon Park; and, utilization of available areas such as Fred Richards Park as community gardens and biodiversity spaces.
- Develop incentives for individual households to take an active part in the overall city responsibility to environmental management, including reducing nutrient loads in run-off, local recycling and efficient resource usage.



8. REGIONAL LEADERSHIP

Edina has long been recognized as one of the premier communities in the Twin Cities. It has also historically assumed a leadership role as it served as the home to many influential individuals. The City has also been historically viewed as somewhat progressive in its policies and practices. Recently, this reputation has somewhat faded as other neighboring communities have jumped to the fore, and Edina has approached a 'fully built out' phase. The existing phase of redevelopment, and the expanding pressures from the surrounding metropolis offer the need and opportunity for Edina to once again emerge as an innovator, seeking and implementing creative solutions to local and regional issues.

ISSUES

- City leadership has generally focused on local issues, in large part driven by community needs and expectations and the trend towards conservatism that comes with an aging population.
- The city's size limits its relative influence when compared to larger neighboring communities. This fully built nature constrains the city to internal redevelopment and forces it to deal with new issues, previously not encountered.
- The community has regional economic importance, but its cultural importance has been somewhat more limited. However, there is potential for Edina to have some destination value, beyond just as a residential abode.

STRATEGIC ACTIONS

- City leaders should actively advocate for Edina's interests in the Metropolitan Council and other regional bodies. In addition, the City should form particularly close functional connections with the immediately neighboring cities, as they share many aspects and challenges.
- City leaders should continue to inform residents on the impact of issues of regional importance, and work to better integrate an understanding of the importance of being an active participant, and leader, in the larger regional system
- City leaders and residents should collaborate to discover, develop and apply new best practices in environmental sustainability, aging in place, educational quality, and other broad areas of consensus. These efforts will ensure that Edina builds the future intelligence capacity to retain a future-focused worldview, and act as an example and role model to other cities in North America.



CONCLUSION

The Vision Edina process has presented an opportunity for the community to come together and explore the longer-term future. The current period of intense redevelopment, which is occurring within Edina, represents an important juncture in the community's history and evolution. This is coupled with a more gradual generational shift, as the predominant Baby Boom generation moves through the demographic tiers. The resultant situation is where Edina stands poised before some significant choices about future trajectory and outcomes. This has been well articulated in the Vision Edina process.

The community has chosen a path forward that represents some significant change and reinvention, but without losing touch with the important family values and rationale that has always defined Edina as a community. The path ahead is not without its challenges and will require careful balancing of differing priorities, aspirations and desires. The collective decision making process required to move forward will set Edina apart as an intelligent, engaged, thoughtful and forward looking city. It will require maturity and patience on behalf of the citizens and leadership, and recognition that the complex resident mix, which makes Edina interesting, also brings with it differing opinions and perspectives. Understanding the importance of the common good over personal self-interests will be critical to build alignment around important future shaping decisions and actions.

The population and leadership of Edina possess and exhibit more than sufficient knowledge and experience to guide the City toward the vibrant and balanced future desired by the residents and stakeholders.



FOR MORE INFORMATION

VISION EDINA

The Vision Edina initiative has aimed to define a shared vision for the City of Edina. The vision and strategic framework is an outcome of a broad-based and inclusive community visioning process. The engagement portion of this important planning process ran from September to December 2014, and gathered significant community input.

From a strategic planning perspective, Vision Edina examines the issues that have been identified as having the highest priority within the community. The initiative examined future trends in cities across North America and the world, and how generational values are changing. This was also linked to local aspirations, values and desires for the future. This process enables a clearer understanding of what people might be looking for in Edina in 2030 and beyond. Vision Edina has represented an opportunity for all residents to have a say and contribute to creating the shared future vision. Vision Edina is part of the overall community process to update the long-term vision for the City of Edina, and will also serve as an important foundation for other strategic efforts, such as the City's Comprehensive Plan and Capital Improvement Plans.

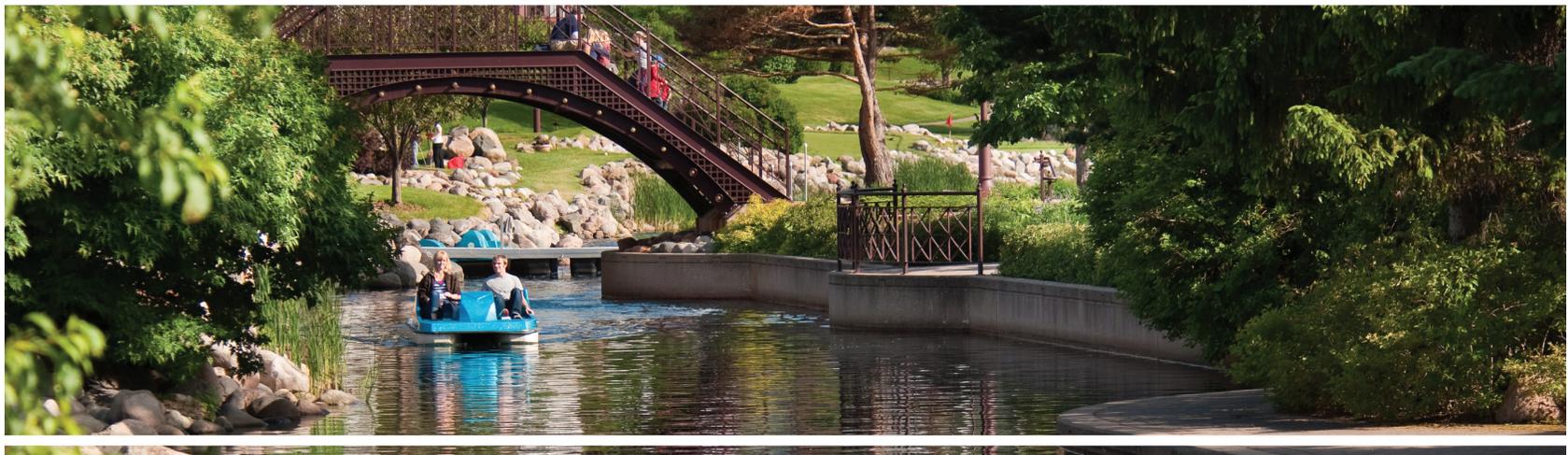
The City of Edina partnered with Future iQ Partners, an international consultancy company, to design and facilitate the process.

For more information on the Vision Edina project and the City of Edina, please contact:



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City of Edina
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KKurt@EdinaMN.gov
www.EdinaMN.gov



VISION
EDINA

future*→*iq
PARTNERS



To: HRRC

Agenda Item #: VIII. A.

From: MJ Lamon Staff Liaison

Action

Date: 3/24/2015

Discussion

Subject: Work Plan Initiative Updates

Information

Action Requested:

None.

Information / Background:

- a. Community Outreach
- b. Human Rights City Designation
- c. Days of Remembrance/Genocide Awareness
- d. Affordable Housing
- e. Body Image and Sexuality Awareness
- f. Human Trafficking

Attachment:

2015 Work Plan.



Human Rights and Relations Commission 2015 Annual Work Plan

Approved by City Council on 12/16/14.

2015 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
<p>Community Outreach: Community Conversations Working Group (Davis)</p> <ol style="list-style-type: none"> 1. Conduct community listening sessions 2. Reach out to those that live or work in Edina (including religious, ethnic, disabled, income levels, etc.). 3. Partnership with Advocates for Human Rights <p>Consolidate into a report</p> <ol style="list-style-type: none"> 1. What is a welcoming community? 2. Is Edina a welcoming community? <p>Progress Report:</p>	<p>March 2015 – complete community conversations (5-6) that start in November 2014</p> <p>May 2015 – report complete and presentation to HRRC</p>	\$500	Administrative	
2015 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
<p>Human Rights City Designation (Kennedy & Sanders)</p> <p>Progress Report:</p>	2015-2016	\$300	Administrative	
2015 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
<p>Affordable Housing Expanding Opportunity (Winnick)</p> <ol style="list-style-type: none"> 1. Continued education on affordable housing 2. Monitor status of Edina 3. Support current efforts 	2015	None		

Progress Report:					
2015 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval	
Body Image and Sexuality Awareness (Gates, Seidman, Arseneault)	2015	\$800	Administrative, coordination with Communications		
Progress Report:					
2015 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval	
Human Trafficking (Weinert, Seidman, Arseneault)	May 2015	\$300	Yes		
Progress Report:					
On-going Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval	
Days of Remembrance/Genocide Awareness: Event (Seidman, Kennedy, Arseneault)	April 19, 2015	\$1000	Administrative, coordination with Communications		
Progress Report:					
On-going Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval	
Bias Offense Response and Prevention Plan (Sanders)	August 2015	NA	Yes		
Progress Report:					
On-going Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval	
Tom Oye Award (Winnick 2014-2015) Tom Oye Award (Davis 2015-2016) 1. Sub-committee will recommend guidelines and changes to nomination form to start in 2015-2016.	April 2015	\$100	Yes		
Progress Report:					

Ongoing Responsibilities

Update Bias Offense Response and Prevention Plan (August)
Tom Oye Award (Oct-April)
Days of Remembrance (Event held in April or May, to coincide with the national observation of the United States Holocaust Memorial Museum)
Edina Resource Center/Edina Community Council: HRRC representative (Sept-May, 3 year term)
The Advisor: Blog: Need Commissioner
Monitoring Affordable Housing Sub-Committee

Other Work Plan Ideas Considered for Current Year or Future Years

Disability Awareness Campaign: 25 th Anniversary of the Americans with Disabilities Act
Black History Month
Tolerance in Motion – hosting mobile exhibit and associated activities (pending funding by sponsors)

Proposed Month for Joint Work Session: September

Staff Comments:

Council Comments:



To: HRRC

Agenda Item #: VIII. B.

From: MJ Lamon
Staff Liaison

Action
Discussion
Information

Date: March 24, 2015

Subject: 2015 Committees and Working Groups

Action Requested:

Establish 2015 Committees and Working Group Chairs and Members

Information / Background:

HRRC members need to remove or request committee/working group addition.

Attachment:

Committee and Working Group Roster.

EHRRC ROSTER: Committees, Working Groups, Events, Representatives to External Committees

Committee, Working Group, Event, Rep to External Committee		Responsibilities	Chair	Members	Term	Notes
Committee	Tom Oye Award	Press release; Update nomination form; Provide summary to commission; Update letters to nominees and nominators; Ensure marking for Nominations; Have PSA run on Channel 16; Ensure we have presentation award	Laura Davis (2015)	Steve Winnick	Renew Annually	Process starts in October and ends at Volunteer Award Ceremony; Committee has been tasked with a comprehensive review of nomination process and to bring recommendations to HRRC by June meeting
Committee	HRRC Nominating Committee	Solicit nominations; Present nominees to commission in January	Steve Winnick (for 2015 election)		Renew Annually	Vote annually at February meeting
Committee	BC Blog Liaison	Work with commission members to provide content to city blog on a regular (TBA) basis	OPEN	OPEN	Renew Annually	This is shared among several commissions; therefore, timing of publications depends on the number of participants
Committee	HRRC Website Administration	Annual and periodic review of website for content accuracy; Work with Staff Liaison as needed on changes or updates	OPEN	OPEN	Renew Annually	
Committee	Bias Offense Response Plan	Annually review Bias Offense Response Plan; Work with City Manager and Chief Nelson	Tiffany Sanders (2015)	Pat Arseneault	Renew Annually	
Committee	Monitor Affordable Housing	Monitor the status of affordable housing projects and support current affordable housing efforts; Continue education on affordable housing	Steve Winnick	OPEN	Terms ends December 2015	

EHRRC ROSTER: Committees, Working Groups, Events, Representatives to External Committees

Committee, Working Group, Event, Rep to External Committee		Responsibilities	Chair	Members	Term	Notes
Committee	Human Trafficking Awareness Event	Set event date (April 9, 2015); Secure city hall and tech support; Assist with marketing, poster and agenda design; Secure speaker, moderator and panelists		Student Commissioner Katrina Weinert, Jan Seidman, Pat Arseneault	For duration of event planning and presentation	Co-sponsor with the Edina High School Against Modern Day Slavery Club; 2 hour presentation with Breaking Free Speaker, and Panel discussion
Committee	Body Image and Sexuality Awareness Project	Develop project that will bring awareness to issues surrounding body image and sexuality awareness for teens, with aim to educate parents / community on issues		Student Commissioner Nicole Gates, Jan Seidman, Pat Arseneault	For duration of project	
Committee	25th Anniversary of ADA Commemorative Event [Placeholder]		OPEN	OPEN		
Working Group	National Observance of Days of Remembrance	Create agenda and decide on Holocaust survivor presenter; Have holocaust videos run on Channel 16 throughout month of April; Market the event and work with Communications Department for poster design and brochures; Send thank you notes to all involved	Jan Seidman (2015)	Pat Arseneault Ellen Kennedy John Cashmore	Renew Annually	Process usually starts in October and ends in April to coincide with National Holocaust Museum Days of Remembrance

EHRRC ROSTER: Committees, Working Groups, Events, Representatives to External Committees

Committee, Working Group, Event, Rep to External Committee		Responsibilities	Chair	Members	Term	Notes
Working Group	Edina Community Conversations	Recruit June 2014; Training Sessions July & Aug 2014; Conduct 5-6 sessions beginning fall 2014 through 2015; Report to HRRRC/Issue date TBD	Laura Davis (2015)	Arnie Bigbee Katie Mehan Chris Bremer Maggie Goetze Charles Goldstein Mary Kost Sallie Lewis Katherine Oberle Melvin Ogurak Sid Ramesh Judith Rodgers Christina Wagner	For duration of project	
Working Group	Human Rights City Designation		Ellen Kennedy (2015)	Tiffany Sanders Colleen Feige Leslie Lagerstrom	For duration of project	Community member involvement
HRRC Rep to External Committee	Edina Community Council	Council serves as Steering committee for Edina Family Services Collaborative; Attend meeting of the social service agencies serving Edina, the Edina school district, and other South Hennepin metro communities. Share information, participate in budget process	N/A	Steve Winnick (3 year term: 2012-2013; 2013-2014; 2014-2015)	Renew every 3 years (before start of school year)	Meets (7:30-9:00 a.m.) every other month during the school year (September - May)
HRRC Rep to External Committee	School District Equity Advisory Council	Provide communication between HRRC and Edina Public School System	N/A	Jan Seidman (2014-2015 school year)	Renew Annually (before start of school year)	Meet September - May. Attend conferences, 2 workshops, and about 5-6 meetings a year

EHRRC ROSTER: Committees, Working Groups, Events, Representatives to External Committees

Committee, Working Group, Event, Rep to External Committee		Responsibilities	Chair	Members	Term	Notes
HRRRC Rep to External Committee	Human Services Taskforce	Review requests for funding proposals from human service providers who serve Edina populations in need; Make recommendation to Council on the city's annual funding to providers	N/A	OPEN	Renew Annually (at or before September Commission meeting)	Taskforce comprised of reps from Boards and Commissions; Meets 4 times in Oct/early Nov to consider requests; Meets with Council to make recommendation

REPORT / RECOMMENDATION



To: HRRC

Agenda Item #: VIII. C.

From: MJ Lamon Staff Liaison

Action

Date: 3/24/2015

Discussion

Subject: League of Minnesota Human Rights Commissions

Information

Action Requested:

None.

Information / Background:

Staff Liaison, MJ Lamon, submitted dues for membership.

Attachment:

None.

REPORT / RECOMMENDATION



To: HRRC

Agenda Item #: VIII. D.

From: MJ Lamon Staff Liaison

Action

Date: 3/24/2015

Discussion

Subject: 2015 MN Legislative session on Human Rights

Information

Action Requested:
None.

Information / Background:
Report on pending bill on Indigenous Peoples Day and conflict minerals.

Attachment:

Draft Legislation.

A bill for an act

relating to state government; establishing the American Indian and Indigenous Peoples Day; proposing coding for new law in Minnesota Statutes, chapter 10.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

Section 1.

[10.556] AMERICAN INDIAN AND INDIGENOUS PEOPLES DAY.

Subdivision 1. .

Observance. ...

The second Monday in October shall be known as American Indian and Indigenous Peoples Day to acknowledge and promote the well-being and growth of Minnesota's American Indian and Indigenous community. American Indian and Indigenous Peoples Day shall be used to reflect upon the ongoing struggles of indigenous people in this state, and to celebrate the thriving culture and value that Dakota, Ojibwe, and other indigenous nations add to our state.

Subd. 2.

State recognition.

The state recognizes the annexation of Dakota and Ojibwe homelands for the building of our state and recognizes that American Indian and Indigenous nations have lived upon this land since time immemorial and the state values the progress our society has accomplished through American Indian culture, knowledge, technology, and thought. The state has a strong history of collaboration with American Indian tribes and indigenous communities in solving pressing issues for American Indian tribes and indigenous communities.

Subd. 3.

Disparities.

The state understands that in order to close persistent and pervasive disparities, government entities, organizations, and other public and private institutions are encouraged to change their policies and practices to reflect the experiences of American Indian people and our country's indigenous roots, culture, history, and significant contributions. Businesses, organizations, and public and private entities are encouraged to recognize and participate in the American Indian and Indigenous Peoples Day in order to close disparities.

REPORT / RECOMMENDATION



To: HRRC

Agenda Item #: IX.

From: MJ Lamon Staff Liaison

Action

Date: 3/24/2015

Discussion

Subject: Correspondence and Petitions

Information

Action Requested:

None.

Information / Background:

Correspondence received since the last HRRC meeting.

Attachment:

None.