Annual Valentine’s Concert to be Held Feb. 10
Plan a Date Night with Your Sweetheart and Dance the Night Away

The fourth-annual Valentine’s Concert, presented by the City of Edina Arts & Culture Commission and featuring The Rockin’ Hollywoods, will be held 7:30 p.m. Saturday, Feb. 10. Concert goers are welcome to drop in at any time throughout the evening. The event is free to attend and will be held at Braemar Golf Course Clubhouse, 6314 John Harris Drive.

“This is always a really wonderful event; it’s been a packed house every year,” said Edina Arts Center General Manager Michael Frey and staff liaison for the Arts & Culture Commission. “The Rockin’ Hollywoods are a great band that is well-documented that will help transition Edina into the next half-century.”

Mayor Jim Hovland showed appreciation for the grants. “We are thrilled to receive the second round of those grants. The Avenue on France is the only one in the county, and it’s a really important asset for Edina and the region.”

Braemar Park Master Plan

The largest recreational space in Edina could one day include mountain bike and ski trails and much more.

The City Council approved a master plan for Braemar Park in January. At 500 acres, the Park is home to Braemar Golf Course, Braemar Golf Dome, Braemar Arena, Braemar Field, Courtney Fields, Complexes and the South Metro Public Safety Training Facility.

The master plan includes pedestrian, mountain bike and cross-country ski trails, natural resource restoration and improved parking and access to Braemar Golf Course, Braemar Arena and Courtney Fields.

Parks & Recreation will now work to prioritize the projects in the master plan and identify funding resources.

In other business last month, the Council:

• Appointed Mary Brindey Mayor Pro Tem.
• Accepted a $150,000 donation from the Edina Baseball Association. Matched with City funds and a grant from the Hennepin County Youth Sports Program, the money will be used for a lighting project at Courtney Fields.
• Selected investment advisory firm Advantium to manage about $20 million of the City’s portfolio.
• Set the meeting dates for 2018 Town Hall meetings for April 21 and Nov. 27.
• Received a report on the design of Arden Park. The current design phase focuses on creek abatement, stormwater management and enhancement of natural resources.
• The Council will meet this month at 7 p.m. Feb. 7 and 21.

For more information on the activities of the City Council, visit EdinaMN.gov.

Volunteer Shills Florist

Skating in the Park!

People enjoyed ice skating at Centennial Lakes Park at the Winter Ice Festival in January. Visit EdinaParks.com for updates.

Edina Liquor had a big year in 2017. Throughout 2017, staff have implemented several changes to improve profitability and improve the customer experience. Changes include a revised staffing structure, centralized purchasing and pricing, new point-of-sale system and targeted marketing. While final numbers won’t be available until after the City’s audit is complete, the City is already seeing improved results.

“The biggest change we made was in our buying practices. We now use a centralized buying approach, said General Manager Josh Furbish, explaining that each of the three stores used to handle its own buying. Now, the responsibility is handled by Greg “Woody” Kuehr. Assistant General Manager and Purchasing Manager for Edina Liquor.

With a more efficient buying process and improved communication with vendors, Furbish and Kuehr were able to reduce expenses even more. “Our cost reduction from a product standpoint is going to be close to $300,000,” said Furbish. “We still have the same volume of products, but that really allowed us to maintain a competitive advantage from a pricing perspective.”

Edina Liquor reached profits of more than $1 million from 2012 to 2014. In 2015, increased competition in the market and construction at one of the stores led to a drop in profits. Since then, staff have been working to get back to the $1 million mark.

Through all the improvements, Furbish is most proud of one thing: keeping prices competitive. “We never had to raise prices. The most important thing to us was protecting the value that our customers get when they walk through the door.”

In 2017, profits were used to subsidize operations of Braemar Arena, Braemar Golf Course, Centennial Lakes Park and the Edina Art Center. Similar transfers are expected again this year. Profits exceeding the transfer can be used for reserves or to fund the City’s needed capital improvement projects.

In 2018, Furbish hopes to keep improving the customer experience and make Edina Liquor even more efficient. “We’re looking to launch e-commerce and a delivery service in 2018 and a loyalty program,” Furbish said.

Furbish and Kuehr think 2018 will be another big year to keep the profits pouring back into the community.

Edina Liquor has locations at 3943 West 50th St., 5013 Vernon Ave. and 6755 York Ave. S. For more information, visit EdinaLiquor.com.

Edina Received $3 Million in Grants

The Metropolitan Council recently awarded the City nearly $3 million in grant funding to support development projects.

Edina will receive $1.3 million for The Avenue on France and the Edina Collaboratives, among six throughout the Twin Cities awarded funding for promoting economic development and housing opportunities.

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Escape the Cold with Tot Time and Family Night

Get out of your winter bunker and let the kids run at Braemar Field for family-friendly programs like Tot Time.

“It would be more fun for Max if more kids came to Tot Time. Greenups can only do so much when it comes to these toys. You can’t compete with a kid’s imagination,” said Kelly Beguelin, a nanny who brings 3-year-old Max to Tot Time at Braemar Field, 7509 Ikola Way.

Beguelin, like Kobany, often enjoys running around in the field with their kids. The field is open for Tot Time and parents can come to Tot Time at Braemar Field, 7509 Ikola Way. Programs like Tot Time and Open Soccer can also be used with the 10-paxi punch card.

Family Night at the field is every Saturday night from 6:30 to 9:30 p.m. through April 28. Family Night is pretty popular for families looking to break up their night with some open field time,” said Braemar Arena & Field General Manager Chad Elshens.

For more information on Tot Time, Family Night or any other programs at Braemar Field, call 952-533-9500 or visit BraemarField.com.