

LIFE IN THE PRAIRIE

Community Photo Contest

May 9–July 8

Calling photographers of all ages, submit your best photos highlighting what you think makes Eden Prairie the #1 Best Place to Live in America – and you could win!

Visit edenprairie.org for more information.



MAY–JUNE 2011

Taking the Lead

Rick Getschow Begins Role as City Manager

On Monday, March 28, 2011, City Manager **Rick Getschow** walked through the doors of the Eden Prairie City Center and officially assumed leadership of the City's operations.

Getschow, who served as city manager in Hopkins, Minn. for the past six years, decided to pursue a career in city government while in graduate school.

"I was initially considering a career in public finance or management at the state level, but came away from my college internships in city administration thinking this is something I may want to do as a career," said Getschow. "I was able to see firsthand and up close the positive effect that cities can have on people's lives every single day."

And when the Eden Prairie city manager position became available last year, Getschow was excited about the opportunity.

"I wanted to work for what I had considered to be one of the best cities in Minnesota," he said. "There is a reason that MONEY magazine chose Eden Prairie as the #1 Best Place to Live in America."

So, on his first day on the job, those who work for the #1 Best Place to Live in America decided to put Getschow to the test with a little game of Who Wants to be the City Manager?

"Typically the first day of any job is filled with learning about benefits, meeting new people and figuring out how to get around so you can find your office on day two," said **Joyce Lorenz**, communications manager. "Rick's first day included all of the above, but we didn't let him off that easy!"



Rick Getschow

Getschow was quizzed on 15 different Eden Prairie facts and in the end, he successfully answered all 15 questions – with a little help from his lifelines in the audience – and earned the grand prize, his personal key to the city manager's office.

Since then, Getschow has been familiarizing himself with Eden Prairie by spending time with City staff, elected officials and community members.

"Everyone I have encountered thus far possesses a positive attitude and passion for making this community a great place to live, work and dream," he said. "And Eden Prairie is every bit as great a community as I thought it was."

Looking forward, Getschow sees great opportunities and challenges for metro-area cities in the next few years.

"The economy has already begun to turn around, and there will be several chances for communities in the metro area to capitalize on development and redevelopment opportunities," he said. "But in the meantime, our biggest challenge is delivering high quality services at an affordable cost, and the best way for us to handle this is to strategically plan ahead – 5 years, 10 years, even 30 years."

As he takes the lead, Rick Getschow is ready to take on those challenges and more in his new role as the Eden Prairie city manager.

3 Decades of Service, a Lifetime of Memories

On May 18, 1981, when Public Works Director **Gene Dietz** began his career in Eden Prairie, he considered it to be his "perfect job." After graduating from college and working for the city engineer in Brookings, S.D., Dietz went on to pursue a career in public service which would take him to Illinois and Iowa, before landing a position with a private consulting firm in Hopkins, Minn. It was in this position that Dietz first met **Carl Jullie**, city engineer and director of public works for the City of Eden Prairie. According to Dietz, the two developed a mutual respect, and when Jullie was promoted to city manager, he offered Dietz a job – and the rest is history.



"It was very apparent to me that my education, my entire work career, and the insider knowledge I had of the staff, the progressive culture and the aspiration for growth in Eden Prairie meant this was my idea of the perfect job," said Dietz. "And the past 30 years have only reinforced my decision."

Since becoming the leader of the City's public works, Dietz has seen the population of Eden Prairie grow from 16,000 to 62,000, and has led the team of people responsible for building the infrastructure necessary to support this growth, which he says is the biggest accomplishment in his career.

"Being an integral part of an organization that places high value on customer service and ethics, along with the opportunity to participate in the development process and numerous construction projects that most of my peers could only imagine, that's what has made it a very rewarding journey for me," said Dietz.

And along with his many accomplishments over the years, come a multitude of memories. When asked to choose a favorite memory, Dietz reflects on the completion of the ring road surrounding Eden Prairie Center, which became a catalyst for development and created explosive growth in the community, as well as the process of inheriting a 1968 preliminary design for the new Highway 212 and actually seeing it through to completion just a few years ago.

But before long, his reflections jump to those of the Market Center water tower fire in 1995, and the two times that structure has caught fire again in the last 15 years – a memory that Fire Chief **George Esbensen** won't let him soon forget. And of course, the day that MONEY magazine named Eden Prairie the #1 Best Place to Live in America is a memory that will be etched in his mind forever.

"But what I will always remember," said Dietz, "is the dedication and 'get it done' camaraderie that describes the past and present public works staff, and the management

team members that I have had the privilege of working with over the years."

Looking toward the future, Dietz believes the next great opportunity for Eden Prairie will be the light rail transit project and the redevelopment of the Major Center Area, and he hopes future leaders will embrace the development potential that exists with these projects.

"Our heritage has been to take calculated risks in order to be the best, and I hope that doesn't change," he said.

As for his own future, Dietz is looking forward to spending time with family and continuing the work that he and his wife have begun building a lake home. But he won't venture too far from Eden Prairie.

"Who knows," he said, "in the future I may enjoy calling the director of public works to offer some advice on improving my services for a change!"

As a parting note, Dietz said he wants the Eden Prairie community to know that contrary to the recent negative publicity about government workers, this city, the elected officials and the city staff, are unlike any other.

"Suburban government in general, and particularly in Eden Prairie, is nimble, responsive and transparent," he said. "We can't accommodate every request, but on those occasions you can expect to know why and that you will get the same high quality service as everyone else in the community. I will be here until the end of May, and my direct phone number is 952-949-8310 if anyone would like to talk..."

Thanks for your service, and for a lifetime of memories, **Gene Dietz**. You have left a mark of quality on the City of Eden Prairie and a legacy of excellence among your peers – enjoy your time at the lake!

Adopt-A-Street Program

The City of Eden Prairie would like to express sincere thanks and appreciation to the participants in the City's **Adopt-A-Street** program over the past year!

| | |
|------------------------------------|-------------------------------|
| Alysson & Blake Biermaier | Friends of Birch Island Woods |
| Dave Rasmussen | GE Capital Fleet Services |
| Eden Prairie High School SLIC Room | Hilltop neighbors |
| Eden Prairie Lions Club | Linda & Dana Kloeckner |
| Eden Prairie Women of Today | Kevin Kraemer |
| Maria & Kent Erlandson | Cassie Retzlaff |
| | Valley Road neighbors |

Your efforts and commitment to keeping City streets clean have helped make Eden Prairie an even better place to Live, Work and Dream!

For more information about the Adopt-A-Street program contact **Maarie Gayther** in the City's Street Maintenance Facility at **952-949-8533** or mgayther@edenprairie.org.

Free Car Seat Safety Inspections

The Eden Prairie **Police and Fire Departments** will be hosting a **free car seat safety inspection clinic** on Saturday, May 14 from 8:30 a.m.–3:30 a.m. at Fire Station 1 (14800 Scenic Heights Road).

To schedule an appointment during this clinic, call the Police Department at **952-949-6200**. Walk-ins will be taken as time allows.

Car seat inspections take approximately 30 minutes in length and require both the owner's manual for your car and the car seat manual. If possible, it is best for the child to be present at the inspection.



Women's Fire Service Expo

Women across the state are invited to attend and learn about fire fighting and how to become a volunteer firefighter. Meet women firefighters and get some hands-on experience!

**Saturday, May 21
8 a.m.–1 p.m.**

South Metro Public Safety Training Facility
7525 Braemar Boulevard
Edina, MN 55439
Register at nswfa.org

For more information please contact:
Kimberly Cummings
952-949-8367
kcummings@edenprairie.org



Register at nswfa.org



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952-941-6613

Attend the First-Ever Cycling Expo

Are you an amateur bicyclist who wants to learn more about local trails? Or maybe an avid bicyclist who would like to meet other fanatics? Whatever your interest, take your enthusiasm for a spin and attend the first-ever **Cycling Expo** in Eden Prairie on **Saturday, May 7, 9 a.m.–noon** at the **Community Center** (16700 Valley View Road).

Sponsored by **Erik's Bike Shop** and offering something for everyone, this event gives participants a chance to register for prizes, learn about outdoor cycling, get health and safety tips, discover new trails, meet local bike vendors and more.

Plus, everyone who attends can take a group bike tour around Eden Prairie with **Mayor Nancy Tyra-Lukens!**

As part of the Cycling Expo, residents were invited to participate in a contest to design an Eden Prairie-themed bike jersey. The deadline to participate in the contest was Wednesday, April 20, but there is still time to cast your vote for the winner.

Three finalists will be posted to the **City's Facebook page** on May 1. Fans of the City will have the opportunity to choose the winning jersey **May 1–6**. The jersey with the most "likes" by midnight on May 6 wins! Be sure to join us at facebook.com/cityofedenprairie to participate in the voting.

The winning jersey will be on display at the Cycling Expo and available for \$50.

So whether you're a committed bicyclist or just looking to learn more, hop on your bike and peddle over to the Community Center for this fun-filled event!



**Saturday, May 7
9 a.m.–noon**

Community Center
16700 Valley View Road

For more information, visit edenprairie.org or call the Community Center at 952-949-8470 with any questions.

Around Eden Prairie

A Page from the City Staff Blog

Changing Times for Life in the Prairie

April 13, 2011

For several years, the City's Communications Division has produced *Life in the Prairie*, a printed-newsletter distributed each month as an insert in the **Eden Prairie NEWS**. The publication has become a key source for City-related news and information for those who live and work in Eden Prairie. In fact, according to the 2010 Quality of Life Survey, 86 percent of residents receive *Eden Prairie NEWS*, 95 percent of whom also said they read *Life in the Prairie*.

That Quality of Life Survey, conducted every other year since 2006, has also revealed more interest in receiving news and information electronically. And the percentage of residents who cite their primary source for local government information as the City's website, edenprairie.org, has tripled since 2006. In response, we have increased the focus on electronic communication over the past few years, allowing us to deliver more timely information in convenient and cost-effective formats, as well as encouraging two-way communication between the City and the public.

To date, there are more than 9,500 subscribers who receive **CITY NEWS** email updates and more than 2,500 fans who participate in conversations on the City's Facebook page. These initiatives have resulted in an average of nearly 30,000 people visiting the City website each month.

In the 2010 survey we asked the residents who read *Life in the Prairie* whether they would be willing to receive the newsletter in an electronic-only format if it would translate into the City being more environmentally friendly, saving costs and providing more timely information. An overwhelming 75 percent said they'd be interested in receiving *Life in the Prairie* electronically!

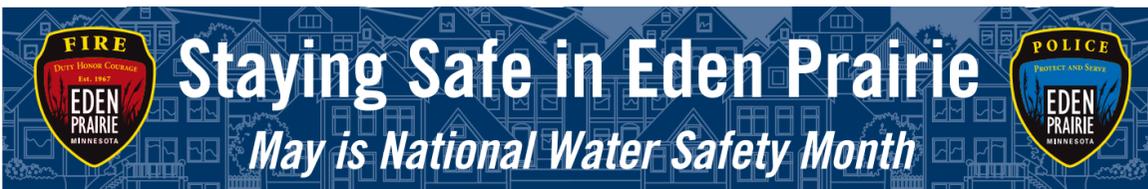
So starting this month, we're making some changes! The print edition of *Life in the Prairie* will now be distributed on a bi-monthly basis – that means the newsletter will be inserted in the *Eden Prairie NEWS* on the third Thursday of every other month. And soon, a new and improved electronic edition of *Life in the Prairie* will be introduced – that means you will have the option of receiving timely City-related news and information delivered right to your inbox.

We know that change is not always easy, but our City takes pride in finding new and innovative ways to deliver services to the community effectively and efficiently. This is yet another example of how we're doing just that.

My coworkers and I also like to receive feedback – positive and negative – on how we're doing. So if you have any feedback about the City's communications efforts, send it to communications@edenprairie.org.

Joyce Lorenz
Communications Manager

See more CITY BLOGS at edenprairieweblogs.org.



Staying Safe in Eden Prairie

May is National Water Safety Month

With thousands of lakes and beaches in Minnesota, summertime fun almost always includes water. To keep your family safe this summer, take part in **National Water Safety Month!**

Here are some tips to teach children about water safety and what you can do to ensure a fun day in sun:

- Enroll in an American Red Cross water safety program – CPR and emergency preparedness can save lives!
- Use the Buddy System – pairing your child with a swimming buddy will make sure that while children are in the water they are looking out for one another and can alert an adult if they cannot find their partner. Provide a reward at the end of the day as an incentive to always be looking out for their buddy.
- Tell your children to be aware of their surroundings – let them know they should alert a lifeguard right away if they notice another child struggling to swim or a child goes underwater and does not come back up.
- Purchase life jackets for your children – especially, for children who are still inexperienced swimmers. A certified life jacket will allow your child to stay above the water if they struggle to swim.

For additional safety tips and more information about Water Safety Month, visit nationalwatersafetymonth.com

Our Environment

Green up Your Spring Cleaning

As you clear up some space in your house this spring, consider the environment and be sure to properly dispose of old appliances, batteries, furniture and household hazardous waste.

Hennepin County Household Hazardous Waste Collection

Hennepin County is hosting a series of free spring collection opportunities for residents:

May 19–21
9 a.m.–4 p.m.

City of Minnetonka Public Works
11522 Minnetonka Blvd.

June 9–11
9 a.m.–4 p.m.

City of St. Louis Park
7250 State Hwy. 7

Disposal at these events is free of charge to Hennepin County residents. For more information, visit hennepin.us/collectionevents.

City Clean-Up Day

The City of Eden Prairie is hosting its annual drop-off event for residents:

Saturday, June 18
8:30 a.m.–2 p.m.

Hennepin Technical College
13100 College View Drive

Although many items can be disposed free of charge, several have disposal fees. For more information and a list of accepted items, visit edenprairie.org.

Did You Know?

Did you know that lawn watering uses a significant portion of the City's water supply each year? For this reason, the City has permanent, year-round watering restrictions to regulate water usage.

According to City Ordinance Chapter 3.3 §12, homes and businesses must adhere to the following lawn watering guidelines:

- If your home or business numbered address ends in an odd number, watering is permitted on odd numbered days of the month
- If your home or business numbered address ends in an even number, watering is permitted even days of the month
- No lawn irrigation is permitted from noon to 5 p.m.

The following are exceptions to the City's watering restrictions:

- Car washing
- Children's water toys
- Private wells
- Watering of flower beds, as long as the activity is attended
- Lawn watering for 30 days after the installation of new sod or landscaping; however this is still prohibited from noon to 5 p.m.

A full copy of the Water Use Restriction Ordinance is available online at edenprairie.org or at the **City Center**.



Mark Your Calendar

City Council Meetings*

Tuesdays, May 3, 17 & June 14

*Meetings begin at 7 p.m. in the Council Chambers at the City Center.

Arbor Day Walk

Saturday, May 7
9–11:30 a.m.

Celebrate Arbor Day with a walk around Staring Lake and enjoy complimentary refreshments, tree health and planting information, seedlings and landscape drawings.

Cycling Expo

Saturday, May 7
9 a.m.–noon

Bring your bike and learn more about riding in Eden Prairie! Plus enjoy kids activities, cycling classes and a bike tour with Mayor Nancy Tyra-Lukens.

Arts in the Park

Saturday, May 14
10 a.m.–5 p.m.

Experience the second annual Arts in the Park art fair in Eden Prairie! Enjoy a day at Purgatory Creek Park shopping for works from local artists, with live entertainment, concessions and more.

Art Center Open House

Sunday, May 22
2–4 p.m.

Explore the Art Center, learn about classes, watch demonstrations and create some artwork of your own!

Senior Center Progressive Dinner

Thursday, May 12
4:30 p.m.

Celebrate Senior Awareness Month with a progressive dinner that will take you on a tour of Eden Prairie while you enjoy a great meal with friends. Fee is \$10 per person, pre-registration is required.

Memorial Day Celebration

Monday, May 30
11 a.m.

Commemorate Memorial Day at the Eden Prairie Veterans Memorial in Purgatory Creek Park.

All American Fishing Derby

Saturday, June 11
9–11 a.m.
Round Lake Park

Join the Optimist Club of Eden Prairie for this exciting competition! Registration is free and begins at 8 a.m. for youth ages 15 and under, accompanied by a parent or guardian. There are prizes for the top three participants in each age group! Be sure to bring your fishing rod and bait, and for more information call **952-941-5740**.

Rocking at Riley

Saturday, June 11
4–8 p.m.

Bring the whole gang for an evening of line dancing and live music, featuring *Boss Grant and the Johnny Cash Review*, and the *Dixie Hicks Band*. Tickets available at the door: \$5 for adults, \$3 for children, students and seniors.

Minnesota Festival of Jazz on the Prairie

Sunday, June 12
2–8 p.m.

Staring Lake Amphitheatre
14800 Pioneer Trail

Join in the fun at the 21st Annual Minnesota Festival of Jazz on the Prairie and Rotary Rib Fest.

Eden Prairie Players Present *Bye Bye Birdie*

June 17-19 and 23-26
7 p.m.

Staring Lake Amphitheatre
14800 Pioneer Trail

Sit back and enjoy a summer evening with a free performance of this classic musical comedy.

Senior Center Garden Party

Wednesday, June 22
3 p.m.

Listen to live polka music and enjoy an afternoon with friends.