

Attraction & Retention Meeting Minutes of January 23, 2019

Call to Order

The first meeting of ImPERUving as oNE's planning team, Attraction and Retention, was called to order on January 23rd, 2019 at 3:30 p.m. Convener, Becca Jewell, called the meeting to order with Co-convener, Sara Granfors recording minutes.

Introductions

Conveners

Becca Jewell: Peru State Foundation Representative on Steering Committee

Sara Granfors: Peru State Female Student Representative on Steering Committee

Attendees

Hannah Cook: PSC student

Tammie Hart: Alumni and PSC employee

Marty Peregoy: New Peru resident

Annie Neveau: Peru resident and PSC employee

Jeremiah Villeneuve: PSC employee

Rachael Cole: PSC student

Kelsee Sayer: Peru resident and PSC employee

Steering Committee Materials

The materials from the Steering Committee were looked over and discussed. These included the Steering Committee's Mission Statement and Vision Statement, Planning Teams, Peru Community Conversations Summary (PCCS), and the A&R Ideas Transcribed from Town Hall Meeting Flipcharts.

Discussion

- If we are successful, what will that look like?
 - People buying houses
 - The population increases
 - Seeing more traffic in town
 - Seeing more people post on social media about Peru
 - Increased attendance on town events like Old Man River Days
- Ideas for initial goals for the planning team
 - Promote Duck Creek
 - Rentals: Kayak, fishing poles, etc.
 - Available to everyone
 - Attract people with RVs
 - Tie Duck Creek to Peru
 - Signage
 - Come have lunch in Peru
 - Kayak Rentals in Peru
 - Make Student and Staff living off campus more affordable
 - Incentivize living in Peru

- Mainstreet Bank rural community housing Grant
 - Discuss new construction zoning limitations with Housing Planning Team
 - Welcome to Peru Pamphlet
 - Like a hotel brochure
 - List everything available in Peru
 - Students, residents, and visitors
 - Include PSC amenities that are available to residents
 - Detail important info
 - Who to call, where to park, how much, etc.
 - Can be placed around town and in dorm rooms
 - Compile all this info and send over to Relationships and Communications Planning Team
 - Also include on perunebraska.org website
 - Walking Tours
 - Historic Housing
 - Cemetery
 - Promote Peru
 - Have people post with a hashtag
 - Change the conversation to “There’s lots of things to do in Peru”
 - Discuss with Relationships and Communications Planning Team
 - Auditing Classes
 - Talk to President Hanson and Dr. Borchers
 - Peru Family Group
 - Families in Peru “adopt” college students
 - Start with international students
 - Have a list of numbers to provide for students who need help
- Attractions mentioned that Peru already has
 - PSC Gym
 - PSC Library
 - PSC Cafeteria
 - AA groups Wednesday night at 7pm
 - Churches
 - Peru Community Impact Group
- Questions
 - Is there still a city clause that you can’t build new?

Recruiting additional team members

- Dr. Nevitt: PSC professor, Peru resident
- Susan Abrahams: PSC employee

Announcements

Continue thinking about the prompt, “If we are successful, what will that look like?”

Next meeting: Wednesday, February 6th, 2019 at 3:30 p.m.