

## Meeting Notes 2/26/2019

Peru City Hall

Dr. Hanson called the meeting to order at 7:36.

People in attendance were Ruth Heywood, Christopher Nwafor, Barb Decker, Rob Walker, Zach Reeves, Dr. Hanson and Marty Peregoy.

2. Minutes from the last meeting were reviewed. The group was informed that the minutes were a consolidation of the discussion, but that the entire discussion is available to members of the group.

3. Review of ImPERUving master committee actions:

Attraction and Retention and Relationship and Communication group are going to join together due to crossover of ideas. They will take over new student orientation, and they will work on getting people downtown. In reference to students in the bar: coaches don't want them drinking, but being in the bar is fine. Zach pointed out that students drink out of town. Consensus of the group: we need to keep talking about the issue.

Discussion of Casey's effect on businesses in Peru. Ruth said that we don't want to stop progress, but we need to be mindful of what we do.

Discussion of tailgating: Dr. Hanson reported 35 spots, \$100-125/season (5-6) games, \$30/game. Usually all but 8 spots are sold before the beginning of the season. Brenda Lutz, Athletic Director/Project Coordinator said they could give information on what's downtown when tailgating information goes out, but that tailgating would continue.

**Discussion of bonfire. Dr. Hanson will look into it.**

Discussion of work study at the grocery. It is federal money and there are guidelines that need to be followed.

Advertising on campus: are allowed in the student center, but they may not contain alcohol advertising. The Bobcat app is also available for advertising. One idea for using it would be to offer yearlong specials to students showing the app. at the local business place.

Dr. Hanson reported no feedback on why the wild game feed moved. Zach said the facilities (kitchen) was the reason.

Feedback from Becca Jewel:

1. Give every on-campus student a gift card that could be used in local businesses. Cards couldn't be used for alcohol or tobacco. The card would need sponsorship to cover the cost and would need to be an amount that seemed meaningful to students in order for them to use it. They would be placed in their new student packet. This would need organization, but all students would have it.

2. Create and fund jobs in town. The BED group would have to come up with some funding. The PSC Foundation could also help.

3. Care package (survival kits) for students to be purchased by parents during finals week or holidays. Barb reported on how something similar used to be done. It was profitable. Christopher reported that student senate runs the survival kits now and purchases all items within the kit from Walmart. Consensus of the group was that whenever possible, groups should try to purchase locally.

Marty spoke about the need for people to spend their money in town rather than spending it on gas and a trip to Walmart. Although they may feel that they are saving money at Walmart, they are spending money on the drive, and they are taking money away from their community. Supporting your neighboring businesses, even if it costs a little more, is what you do, because they're part of your community.

**We need to find out what businesses are in Peru.**

Discussion of how loss of the grade school affected the town. History of the closure of the elementary school was reviewed. Ruth would like to know the number of elementary students in close proximity to Peru.

**Discussion of pre-school in town. Dr. Hanson thought that we were moving on that and getting grant funding. The person helping with that is no longer here. There is room for a preschool at the college. It seems a great way to get young people starting their education in Peru.**

Last time we talked about when we should have students come to the meeting. Discussion of what local business owners want to know via survey. Instead of asking what do you want in town, we need to ask, what do you want that local businesses could provide. We might be able to use some of the current survey data to answer the questions.

We looked through Dr. Hanson's set of preliminary questions, which are geared to students. Participation could be incentivized through the Cat Cave, etc. This would be followed by a face-to-face meeting with students. Number of students living on campus in the fall was approximately 500.

The need to target not only on-campus students but off-campus and non-traditional students as well was discussed. Dr. Hanson said that in the fall there are 80-100 new transfers, who are not starting as freshman. There is a transfer orientation geared to their needs.

The group was undecided on doing the survey now or meeting with students first.

Discussion of new student weekend: they get a free t-shirt. Ruth asked if local business logos could be on the t-shirt? Discussion of earning a discount if you were wearing the t-shirt. Barb suggested the slogan: "support the community that supports you" or "support the community that supports PSC". Christopher said students aren't aware of what's down town as freshmen/sophomores. T-shirts are the best advertisement you can get. Side note: Ruth prints t-shirts. We really need to find out all the businesses in town so that we can patronize and support them.

On campus every week (Jamie Eberly) sends an e-mail to students letting them know who is looking for employees.

The PSC honors class would like to present a plan for a coffee shop. The BED group is interested in coming to hear it.

Discussion of the need to build community. Many people in the survey lamented the fact that lots of activities that they enjoyed as community members no longer occur. The bonfire was mentioned.

Discussion of poor housing – nothing to attract families. Ruth asked if there was a tie between local housing and student behavior. Dr. Hanson said that there are student conduct issues from behavior off campus. Ruth suggested that housing leases to students of PSC, state that any damage to the property will be turned in to the college.

Discussed carnival for Old Man River Days and The Toughest Mile: Cross Country sponsored run.

Discussion of which students to get to come meet with us. Consensus was that we need more than athletes. Perhaps work with Crystal on CAB, a couple of GA's, commuters. We need to have a survey to reach out to those who aren't here. Kahoots app. is a suggestion for how we might administer the survey, see the results in real time, and then lead a discussion with those answering the survey.

Zach Reeves would like Bill Hunter to share his insight. Several committee members are interested in looking at grants. The group would like to have Bill attend the next session and postpone the interviews with students until the following session.

The problems experienced by businesses and people who do not frequent them are circular. Kids say they will come down if a business is fixed up. Owners say they can't fix it up unless they have money from kids patronizing the business.

Zach or Dr. Hanson is to see if Bill Hunter can visit with us next meeting (March 13), as kids will be coming back from spring break. Students can then be invited to attend March 27.