

Business and Economic Development Planning Team
Meeting – April 18, 2019
7:30-8:30 p.m.

In attendance: Christopher Nwafor, Rob Walker, Barb Decker, Dan Hanson
Guest: Crystal Hutson (chutson@peru.edu)

1. Review of minutes: The group reviewed the March 13 meeting notes and ideas generated to date.
2. Guest, Crystal Hutson, Student Activities Coordinator at Peru State College, gave background information on her role and the College and her work with students. Discussion centered on communication opportunities with PSC students. The following ideas were generated:
 - a. Make sure all Peru businesses are involved in the Welcome Week involvement fair. Perhaps separate their tables from other organizations so that it is clear that they are Peru Businesses.
 - b. Businesses can reserve table space in the Student Center during the lunch hour to share information about their business.
 - c. Tables might also be available in the AWAC or at the Oak Bowl during games (Brenda Lutz would be the contact to determine if this is possible).
 - d. Business owners can contact Crystal if they want to have posters displayed on campus. There are also table flyer holders in the dining room where businesses could display information.
 - e. Question: How do we get students downtown during business hours?
 - f. Students would like a place to gather socially off campus. Perhaps this could be a way to get them downtown.
 - g. Crystal could have a tab on the Bobcat App for local businesses to list their location and hours, etc. Specials could be sent to the students through the app.
 - h. Perhaps providing information or being present at Summer Freshman Orientation days would be effective (Ashleigh Eickoff). Could a flyer be put in the orientation book?
 - i. Perhaps have Deckers provide move-in supplies on campus on move-in day.
3. Next Steps:
 - a. Invite the honors class to meet with the B.E.D. group to discuss ways to attract students.
 - b. Talk to Ashleigh Eickoff about orientation days.
 - c. Talk to Brenda Lutz about whether tables could be available at games.
4. Next Meeting – Tuesday, May 14
 - a. Review April 18 meeting
 - b. Review communication plans and plan for the start of the Academic year.