

Business and Economic Development Planning Team
Meeting – April 23, 2019
7:30-8:30 p.m.

In attendance: Christopher Nwafor (Student committee member), Rob Walker (Mainstreet Bank – 7 yrs), Barb Decker (Decker's Grocery Store – 27 yrs), Amy Mincer (for Dan Hanson)

Student Guests: Gavin Maas, Jolie Scott, Olivia Welch, Kelsie Robinson, Kelsi Leininger, Destiny Soto, Kaitlyn McNeil, Andrea Jackson

1. Greeting and Introductions – Amy Mincer offered a greeting on behalf of Dr. Hanson, who is with family tonight after the birth of their new grandson (Daniel) early this morning. Introductions included business owners sharing what services their business offers and how long they have been in Peru. Student introductions included their hometown, year in school, and what attracted them to Peru State.
2. Purpose of meeting – Amy reviewed the purpose of the meeting – to connect students with downtown businesses and encourage them to use these businesses. She also reviewed the mission and vision statements for the *ImPERUving as ONE* committee. Laminated posters with this information were given to business owners for posting in their establishments.
3. Review April 18 meeting – Discussion of Crystal Hutson's feedback on ways businesses can communicate with students. It was emphasized that businesses who have tables at the involvement fair during Welcome Weekend should have their tables located separately, not with the other campus organizations. In addition, it would be helpful to have businesses connect with parents during the Orientation Days. Parents will take note of the businesses in town much more than students will during their orientation.
4. Questions for students –
 - a. What would attract you to engage with current downtown businesses? [Exposure/knowledge of their existence, having activities downtown, following a "Bobcat Trail" along the sidewalk](#)
 - b. What are the best ways for these businesses to communicate with you and other students? [Bobcat app, email, movies.peru.edu \(ads before each movie\), orientation book, student planner, residence hall bulletin board, RA announcements, slide show and table top ads in cafeteria](#)
5. Additional ideas:
 - a. [Include a downtown scavenger hunt during Welcome Weekend – Saturday morning while bank is open, too. Have RAs/Topcats bring their groups downtown.](#)
 - b. [Campus Activities Board \(CAB\) – get party supplies & activity prizes \(i.e. gifts cards, etc.\) from downtown businesses](#)
 - c. [Athletics use Decker's for meals for traveling teams. Also, order Gatorade & other items ahead of time.](#)

- d. Many students come from small towns and would enjoy getting connected at the small-town level.
6. Next Meeting – Tuesday, May 14
- a. Review April 18 & 23 meetings
 - b. Review communication plans and plan for the start of the Academic year.