

ImPERUving as oNE
Meeting Notes
Jan. 10, 2020
City Hall @ 9:00 a.m.

Present: Dan Hanson, Vanessa Sherman, Tim Hoffman, Cindy Hoffman, Becca Jewell
Also Present: Marilyn Schlake (UNL Extension Office), Amy Mincer

- 1) **Review Mission and Vision statements (see agenda)** – Dr. Hanson noted that the ImPERUving as oNE mission sign has been moved to a prominent location in City Hall. He also noted that Darrin Reeves has moved out of town, leaving the group with a need for new City representation.
- 2) **Review on Nov. 22 meeting notes** – Dr. Hanson led the discussion in a review of the prior meeting notes:
 - A) **Long-Term Disaster Recovery** – The Long-Term Recovery Group (LTRG), which was developed out of ImPERUving as oNE, is meeting weekly and will play a critical role in the town’s disaster recovery. The group is working on possible grant funding for road repairs, sidewalks and lighting. They are also applying for funding that would support a full-time disaster-recovery staff position for a year. Dr. Hanson reported that the City will soon be finalizing the plan for a permanent water treatment solution, which will be discussed at the next City Council meeting on January 21. It is looking like the best option will be to connect with Auburn water. The LTRG is hoping to find matching funds for the 12.5% that will be required of Peru for the water treatment solution. Currently, wastewater treatment is working in Peru because the floodwaters have receded.
 - B) **DED Housing Funds** – The City has received \$500,000 funding for housing development. Jason Jones is on the Housing Authority Group that is working to identify the four homes that are to be purchased, renovated and resold.
 - C) **Student Participation** – Sara Granfors has contacted four students who are interested in participation. They will be invited to attend the February meeting.
 - D) **Planning Team Reports**
 - **Infrastructure** – see notes above in “Long-Term Disaster Recovery”
 - **Housing** – Tim Hoffman reported that the flood has put this planning team in a “holding pattern”. They will work to develop a “Preferred Housing List” for future use in the community. Dr. Hanson reported that he has spoken with the owners of the yellow house (south of campus) and they have their own paint contractor they will use to complete the job. Dr. Hanson offered student volunteer help for the job.
 - **Attraction, Retention & Communication (ARC)** – Becca Jewell reviewed, for Marilyn’s sake, that this team spent much time gathering a list of community resources and developed a “welcome” magnet to communicate with new students/residents about the resources available to them in Peru. They are also working to make it easier for community members to use space on campus for their events.
 - **Business/Economic Development (BED)** – Dr. Hanson reviewed, for Marilyn’s sake, that this team of local business owners had expressed their desire to have better communication with Peru State students. In response to that, the College published a document, “Getting the Word Out”, that provides business owners with instructions and campus contacts for advertising and connecting with students. Additional updates from the BED team include:

- Decker's Grocery Store is for sale - hoping for an owner/operator buyer.
- The car wash closed due to the flood. The building owner has plans to open a coffee shop, which will affect the Peru Brew concept being developed by Peru State honor students. The students and car wash owner will be meeting to discuss the coffee shop idea.

3) Extension Office Annual Assessment – Dr. Hanson thanked Marilyn for her and Charlotte's early work with the ImPERUving as oNE group. He explained the major impact of the flood on the group's subsequent direction. Marilyn asked for permission to record the conversation before launching a discussion, using the list of questions she distributed to all. A summary of that discussion follows:

- **What are people doing differently?**
 - Off-campus housing numbers are down. On-campus housing has increased.
 - The local car wash closed due to the flood/lack of water supply.
 - Increase in water conservation efforts.
 - City Council meetings have been well attended. People are more engaged and working together better.
 - Water issue was divisive initially due to lack of communication. In response, ImPERUving as oNE has developed and has been distributing the *Bi-weekly Flood Response Report* to communicate on behalf of the Mayor. The improvement in communication has resulted in increased trust within the community.
- **What changes are you seeing in the community's systems?**
 - Enhanced communication – Dr. Hanson noted that people are calling/texting more to check on flood recovery status.
 - Peru Community Impact Group (PCIG) – This group has initiated community meals, which have been a great tool for building community cohesiveness. Students have participated, too. The group has also served as fiscal agent for distributing funds to flood victims.
 - ImPERUving as oNE – This group needs to show some success to the community so people will see it as an asset. People will see housing success with the housing grant. We should be able to find the matching funds for the water treatment solution. Under the banner of "flood recovery", there should be additional opportunities for funding that will help this group achieve its goals.
- **Is the community more ready for change?**
 - The flood has forced change.
 - The community is seeing that out of hardships comes blessings. PCIG has several new board members – people who are ready for change.
- **How has the community's financial support for economic activities changed?**
 - Because of the flood, all is now focused on infrastructure.
- **How has the entrepreneurial culture of the community changed? (Willing to take risks?)**
 - Planning for new coffee shop.
- **How many youth/young adults were engaged in developing/implementing the action plan that resulted because of the program?**
 - Sara has been greatly involved in leading student water-conservation efforts, which has greatly helped decrease campus water usage. She has identified four students that may be interested in future involvement.

- **How many dollars have been leveraged by the community to implement the action plan that resulted because of the program?**
 - DED grant - \$500,000; other funding in the works.
- **What is a highlight, achievement or success you had based on your involvement with the program?**
 - Much more connected with business owners and community members.
 - Unforeseen opportunities for the College.
 - Vanessa's involvement with this group and PCIG has worked well – no overlap.
- **What unexpected things have happened to you as a result of your involvement with the program?**
 - The impact on alumni – it matters.
 - Distributing *Flood Response Reports* has created more opportunities to connect with people downtown.
 - Political value – With ImPERUing as ONE being the launchpad for the long-term recovery group, there has been more interaction with Senator Slama and the Governor, who are both involved with flood recovery efforts.
- **How are you celebrating the successes?**
 - There have been no celebrations yet, but opportunities are there for future celebrations (i.e., celebrating the implementation of the housing grant; celebrating flood recovery – perhaps on the March anniversary date?)

4) Next Meeting: Next meeting will be Feb. 21, 2020, at 9:00 a.m. at Peru City Hall (Normally the third Friday of the month.)