

ImPERUving as oNE
Meeting Notes
Feb. 15, 2019
City Hall @ 9:00 a.m.

Present: Vanessa Sherman, Dan Hanson, Sara Granfors, Justin Douglas (by phone: Becca Jewell, Tim Hoffman, Cindy Hoffman)

Also Present: Amy Mincer

1) Review Mission and Vision statements – Dr. Hanson reviewed both statements, noted below, and encouraged all to use these with Planning Teams.

- Mission Statement – To work together to promote a unified and vibrant community by connecting people, ideas and resources to achieve the best future for the City of Peru and Peru State College.
- Vision Statement – Peru will be a welcoming, thriving and engaged community with exceptional amenities that attract people to live, work, visit and learn.

2) Review of January 11 meeting notes & next steps – Dr. Hanson asked all to review the meeting notes for accuracy. Regarding next steps:

- Press release was distributed recently
- Need follow-up with Jason Jones to see if regular item has been added to City Council agenda
- Tim Hoffman has sign ready to bring & install at City Hall. Discussion ensued about having an outdoor sign, perhaps outside of the bank, as well as post cards to send to the community and posters to display at local businesses. Becca noted the Foundation would cover the post card mailing cost. **Tim will create the 11x17 posters and post cards. Dan Hanson will ask the owners (at the BED planning team meeting) for permission to post these. When ground thaws, banners will be removed and large outdoor sign will be installed at the bank.**

3) Planning Team Reports – Each team reported updates:

A) Infrastructure – Dr. Hanson reported on behalf of Jason Jones and Darrin Reeves on the following potential projects:

- **Sidewalks** - Jason and Darrin are setting a meeting with a concrete company to discuss sidewalk options from campus to downtown. It was suggested that this could be a boardwalk instead of concrete, as a tribute to the history of the College.
- **Lighting** - Vanessa reported that downtown lights have been updated to LED, which provides much more brightness. Other streetlights throughout town will also be switched to LED. OPPD is covering the lighting update cost for small towns such as Peru.
- **Water** – The City of Peru continues to work on improvements to the City's water supply.

B) Housing – Tim Hoffman reported that this team did not meet in January and are planning their next meeting in early March. They hope to add Bruce Cotton to the team and a few others as well. Tim contacted John Chatelain, a PSC grad from Omaha who is the President of a property owners' association with 500 members (many are landlords). John will be a good resource for guidance on developing property owners association in Peru.

Dr. Hanson noted that Nebraska City has received grant funds to improve dilapidated homes. He also announced that the Rural Impact Hub would be hosting a webinar focusing on economic development on Feb. 19 at 5:30 p.m.

C) Relationships and Communication (R&C) – Vanessa Sherman reported that this team had a very small turnout for its meeting on January 24, with a few no-shows. Dan Hanson suggested that adding Crystal Hutson (Student Activities at PSC) to the team would be beneficial. Items discussed were similar to the A&R team discussion as reported in meeting notes. Some of the topics were:

- Hosting events to encourage community connections
- Posting meeting notes on the web page.
- Promoting “group efforts” – getting a group to attend an event together, etc.
- Adding a downtown event to New Student Weekend

Dr. Hanson added that he spoke with Athletic Director Wayne Albury about offering reduced-price season passes for community members. He also noted rethinking Peru Clean-Up Day and the discussion about making this more of a community event by adding a BBQ, etc. Would this event be one for the R&C team?

NOTE: Vanessa expressed concerns about the R&C planning team’s overlap with the PCIG’s efforts. There was group discussion about this and about overlap with the A&R group. Perhaps these teams will combine in the future.

D) Economic/Business Development (B.E.D.) – Dr. Hanson reported that this team has met twice, the first with a group of seven who set a goal of making the current businesses prosperous. They will focus on current businesses before recruiting new. The second meeting was Feb. 12 and the focus was to listen to the business owners’ needs (Decker’s, Fifth Street Post and Zach’s). They discussed using a student survey for feedback and having students participate with the planning team. Justin Douglas noted that the conversation was good and all have agreed to attend the next meeting on Feb. 26 to continue the relationship development process. The goal will be to transition to more visionary planning.

E) Attraction and Retention (A&R) – Sara Granfors reported that A&R has met twice (Jan. 23 & Feb. 6), with much brainstorming to gather ideas before goal setting. They plan to develop a pamphlet to promote Peru’s amenities. They discussed possible overlap with other teams, so they will continue to develop the A&R focus. Dr. Hanson noted that they might partner with other teams on certain projects, but to keep thinking broadly about goal setting.

4) Other Discussion:

- Tim asked about using a traffic count – could this be useful in obtaining grants and attracting new businesses? Becca suggested measuring the number of business transactions. **Dr. Hanson noted that the B.E.D. team would discuss this possibility.**
- Dr. Hanson suggested using an event (i.e., Clean-Up Day) to show the City of Peru that progress is being made.
- The Peru Museum is struggling to stay open as the building is in need of much repair (foundation water issues – guesstimate of \$20,000 needed for repairs). They are deciding whether to stay or sell and how to handle the museum contents. **Dr. Hanson has called a**

meeting next week with the PSC librarian, history faculty, and a museum representative to discuss these issues. Vanessa Sherman and Peggy Groff have keys and can show the building to interested parties.

5) Next Steps –

- A) Conference Call option for meetings – Amy will provide this information to teams needing to use a conference call when members cannot make it to town.
- B) Posters (11x17) and Post Cards – Tim will create these for posting in businesses and distribution to residents of Peru.

6) Next Meeting: due to conflicts on March 15, the meeting will be March 8, 2019, 9:00-10:30 a.m., Peru City Hall. Future meetings will be the third Friday of every month.