

ImPERUving as oNE  
Meeting Notes  
April 19, 2019  
City Hall @ 9:00 a.m.

Present: Tim Hoffman, Cindy Hoffman, Becca Jewell, Dan Hanson, Sara Granfors

Also Present: Amy Mincer

- 1) **Review Mission and Vision statements** – Tim Hoffman brought the 11x17 copies for displaying in local businesses. Amy will take to campus for lamination and then distribute for posting.
- 2) **Review of March 8 meeting notes**– These meeting notes were distributed for review.
- 3) **Planning Team Reports** – Each team reported updates:
  - A) **Infrastructure** – Dr. Hanson reported on behalf of Jason Jones and Darrin Reeves on the following projects:
    - **Water** – The City of Peru is installing a berm around the current water treatment station to protect it from future flooding. In addition, they have ordered a portable water processing plant that will be in place within the next 3-4 weeks. This is a temporary solution, which will serve Peru’s water needs for 18-24 months. There is already a study in process to determine the best long-term water solution for the community. Results of this study will be presented at the next City Council meeting (May 20).
    - **Bike Trail** – The NRD has applied for funds to fix the trail when the water recedes. This committee’s efforts may be needed to help revitalize the north end of town at that time.
    - **Planning** – JEO Consulting Group will be putting together a comprehensive plan and housing study. The sidewalk and street study will not be part of this.
  - B) **Housing** – Tim Hoffman reported that the Housing team is trying to recruit more members who live in Peru. They have invited Bruce Cotton and they would welcome any others. He noted that John Chatelain, a PSC grad from Omaha, would like to be involved in this group’s efforts for Peru. Becca said John is planning to meet with her and Dr. Hanson in May, and also plans to attend an ImPERUving as oNE committee meeting.
  - C) **Attraction, Retention & Communication (ARC)** – The conveners for this combined team met to discuss this team’s role and how best to work alongside the Peru Community Impact Group. The ARC team plans to develop a pamphlet (before school begins in August) promoting Peru’s amenities. This pamphlet will be given to new community members and new students. It will include the City website and encourage all to look there for more in-depth information. Calendar events will also be included. They may create a magnet to give students, with both campus and town events listed. Becca suggested having a sponsor of the magnets.

Note - The Bobcat phone app could be helpful if it were more user-friendly. Sara will discuss this with Crystal Hutson.
  - D) **Economic/Business Development (B.E.D.)** – Dr. Hanson reported that this team cancelled their March meeting due to the flood. They met last night (4/18), with a small turnout. It was decided that moving the meetings to Tuesday nights would be better.

Crystal Hutson (PSC Student Activity Director) attended the meeting to discuss ways that local businesses could communicate with students:

- Orientation Days & New Student Weekend – provide information for students at these events. Perhaps Deckers could have moving supplies available for students on move-in day.
- Bobcat App – businesses could have a tile on the app.
- Posters on campus – business can contact Crystal ([chutson@peru.edu](mailto:chutson@peru.edu)) for information on where posters may be displayed on campus.

In addition to working with current business owners, Dr. Hanson would like to get assistance from Bill Hunter on attracting new businesses to Peru. He also plans to invite the PSC Honors students to present their business idea to their planning team. (These students will be presenting today to the IMPERUing as oNE group).

**4) PSC Honors Students' Presentation** – Four students presented their ideas for a student-run, off-campus coffee shop called “Peru Brew”. Highlights from their presentation include:

- This would be a real-life business opportunity for students and would benefit the Peru community as well. It would also help improve College/City relations. They would like to work together with the community so others engage with the project.
- Other towns/campuses have student-run businesses, which serve as models for this idea. Examples shared are located in three Nebraska towns (Cody, Sidney, and Kearney) and Emporia, KS.
- The business would have flexible hours and be run with student managers.
- There are funding grants available for the needed equipment and supplies.
- Location ideas include a Foundation property, the Peru Museum or another space downtown.
- Additional uses for the space include:
  - 1) Displaying student artwork
  - 2) Open mic nights/slam poetry
  - 3) Study groups
  - 4) Podcasts
- Slogan: *Peru Brew – It's more than just a coffee shop.*

**5) Next Meeting:** May 17 at 9:00-10:30 a.m., Peru City Hall. Future meetings will be the third Friday of every month.