

University City Commission
Wednesday, January 27, 2016, 10:00 am

A regular meeting of the University City Commission (UCC) was held on Wednesday, January 27, 2016, 10:00 am, in the Business Council Boardroom at Lenoir-Rhyne University.

Members & Representatives Present: Ryan Edwards, Muriel Gabriel, Bryson Smith, Ralph Griffith, Deisy Zavala-Vazquez, Connie Kincaid and Yaidee Fox

Members & Representatives Absent: Mary-Margaret Baker, Danny Hearn, Rachel Nichols, Joyce Beard and Drew Van Horn

Guests Present: Terri Livingston and Candace Reinhardt

Others Present: Minutes Clerk Anne Starnes

A quorum was present.

Welcome & Introductions: Ryan Edwards, Chair, called the meeting to order at 10:13 am and welcomed everyone present. He thanked Terri Livingston, Director of the LRU Piedmont Educational Foundation for attending. She introduced herself to members, saying she has been in her position since last month, and had previously worked in fund-raising for 15 years, mainly with NASCAR.

Approval of Minutes: Minutes from the previous meeting were distributed in advance. Bryson Smith moved, seconded by Connie Kincaid, to approve the December 2, 2015 minutes as submitted. The motion carried unanimously.

Public Comments: none

Approval of FY 2016-2017 UCC Work Plan: Yaidee Fox reviewed the draft work plan and budget for next year, which Mr. Edwards will present to City Council in March. She said the proposed budget request remains at \$12,000.00, earmarked for three objectives: Event Partnerships; Business Partnerships and Programs; and, Promotional and Marketing Products. She reviewed the objectives and said they are broad, with various programs and activities under each. Mr. Edwards said they are also flexible, and could change if new opportunities appear during the year.

Mr. Edwards asked if members had any questions regarding the Work Plan. Ralph Griffith asked if the "Alternatives" column meant members could suggest new activities. He said that over 1,000 people participated in Global Entrepreneurship Week this year, and the great majority of them were from the community, not students. He proposed an idea for the UCC to host an on-campus "pitch competition" with prizes, where people with a business idea would pitch it, and the top five or ten would each win a \$100 prize. Members discussed the idea, and Mr. Edwards said it could fit under the Event Partnerships objective. Ms. Fox agreed, and said it might also fit under Business Partnerships. She suggested they meet and discuss it further. Dr. Griffith proposed holding the competition during Global Entrepreneurship Week in the fall of 2016, and said he would develop a 1-page proposal for the meeting with Ms. Fox and Mr. Edwards. Ms. Fox will also discuss the concept with other City staff. She said there is plenty of time to consider the program, ahead of the fall 2016 timeframe suggested. There were no additional comments or suggestions on the work plan and budget draft.

Connie Kincaid moved, seconded by Ralph Griffith, to approve the FY 2016-2017 Work Plan and Budget draft for the University City Commission. The motion carried unanimously.

Nomination of UCC Bond Commission Representative for 2016: Mr. Edwards is currently serving as the UCC's representative to the Bond Commission and will step aside for another member to serve. He said the 2016 representative would begin serving in February. Ms. Fox explained the process and discussed their activities to-date. The UCC representative serves a 1-year term as an ex-officio member, with voting rights, and may serve up to three consecutive 1-year terms. She said each of the Commission's 42 members also serves on one of three sub-committees, and the Commission's work would continue for 7-10 years. Ms. Kincaid said she regularly attends the Bond meetings, and the Gateways & Streetscapes Sub-committee has discussed placing something iconic at each of the gateways. She said a large bear statue would be appropriate, and suggested the UCC consider making this recommendation to the Bond Commission.

The floor was opened for nominations.

Connie Kincaid moved, seconded by Bryson Smith, to recommend Hickory City Council appoint Ralph Griffith to a 1-year term on the Bond Commission, representing the University City Commission. Dr. Griffith accepted, and there were no further nominations. The motion carried unanimously.

Redefine Workgroups/ Updates & Assignments:

Internships – Mr. Edwards said a summer internship fair would be held on campus Thursday and is at capacity for participating companies. He said one of the UCC's goals was to streamline the internship process, but that has not occurred yet. Dr. Griffith discussed LR's accreditation process and the resulting recommendations, saying he expects the internship process to improve in the future. He supports having mandatory internships for their graduates in the future, providing a tool for them to see what being in a business is really like. If this happens, he said the process would need to become centralized. He said different schools within the university currently handle their own internships, in various ways. Mr. Edwards discussed his experience in requesting an intern for his business.

Dr. Griffith said that if the responsibility were put on the student, it would change the dynamic. Also, the university needs to establish a clear definition of an internship, and decide what skill sets students should gain from the experience. He said another critical aspect is that internships can steer students away from a chosen career; in the event they realize it is not a good fit for them, they can change their career course earlier, rather than later. He said if the process were mandated, LR would then need to fund a staff position to oversee internships on a larger scale, instead of having different faculty members handle various aspects, as they are doing now.

Freshmen Orientation – no discussion

Bears – Mr. Edwards said there was no update, but noted Ms. Kincaid's earlier mention of the Gateways & Streetscapes Sub-committee discussion regarding placing something iconic at each gateway. She had suggested a large bear statue would be appropriate, endorsed by the UCC.

Marketing –

Update on "LR Corners" Concept – Mr. Edwards said LRU is currently transitioning from Nike uniforms to Under Armor, so all of their Nike jerseys and existing inventory will be phased out. Ms. Livingston said it would be a 3-year transition. Mr. Edwards said jerseys are being sold for \$50 each, but they are still working on bulk pricing. He said a "kit" could be created for businesses to purchase, or they could choose items from a menu that would work best for their business. Mr. Edwards said the Piedmont Educational Foundation could possibly assist, providing sports inventory that is no longer needed. Ms. Fox asked if LR would be comfortable with the UCC using their former Nike products, since they are switching to Under Armor, and Ms. Livingston did not see a problem. Candace Reinhardt asked which businesses would receive their items free, and which ones would pay for them. This was discussed, and Ms. Fox said many of the "kit" and "menu" details have not been decided, as well as which businesses would pay and which

would not. Mr. Edwards said there is a lot of opportunity here, and they hope to have more to report at the next meeting.

Boards & Commissions – no discussion

Spring Fling Concert Sub-committee Update – no discussion

Other –

Update on Banners on LR Blvd. – Mr. Edwards said he attended a meeting recently, along with Ms. Fox, City Transportation and Public Works representatives, Rachel Nichols, and three Duke Energy representatives. He said their discussion on the corridor between I-40 and campus was very productive, and Duke Energy is willing to look at allowing banners on the roadway lamp poles. During their meeting, they learned that banners could create pressure on the power poles, and possibly make them fall.

Mr. Edwards said Duke Energy also wants to discuss LED lighting, and a form of LED “advertising” signage on campus was mentioned. Ms. Kincaid said this type of signage could be so distracting that accidents result. Ms. Fox said they had already discussed consulting the City’s sign guidelines, since this type of signage is similar to billboards; however, putting one on campus to notify students of events may be a possibility.

Ms. Fox said the Duke Energy reps advised that new poles were recently installed between Tate Blvd. and the railroad tracks (behind Hollar Mill) and the poles are not the type that can support banners. They advised that the poles would need to be replaced, in order to hang banners. She suggested the City might pay for the monthly fee, if LR was willing to replace the poles. Ms. Kincaid addressed the banner size, saying that putting up small banners would not be effective, since they are too small to see at high speeds. She also noted that bracket attachments are very expensive. Ms. Fox said some businesses have offered their financial support, and Mr. Edwards noted there are opportunities for public/private partnerships. He said progress is being made and their conversation would continue.

Buck Bus Update – Dr. Griffith said the students became too busy to continue with their Buck Bus project, and he is looking for others to take on operations. Long term, he would like to see LRU take it over, saying it is a safe alternative and effective way to keep students off the roads at night.

Students’ Corner: Mr. Edwards apologized to Bryson Smith and Deisy Zavala-Vazquez, who left for class before their student updates were made.

Other Business: none

Next Meeting: The next meeting will be held at City Hall on Wednesday, February 24, 2016, 10:00 am, in the 3rd Floor Conference Room. On March 23rd, the meeting returns to the LRU campus, in the Business Council Boardroom.

Adjourn: Mr. Edwards thanked everyone for attending. There being no further business, the meeting adjourned at 11:10 am.



Ryan Edwards, Chair
University City Commission



Anne Starnes, Minutes Clerk
City of Hickory

-1- Board/Commission Objectives	-2- Financial Input	-3- Community Impact	-4- Alternatives
<p>1. <u>Event Partnerships</u> – strengthening the bond with Lenoir-Rhyne University students and Hickory residents by enhancing the collegiate atmosphere (i.e. Summer Movie Fest; Spring Event; etc.)</p> <p>2. <u>Business Partnerships & Programs</u> – promoting school pride throughout the community and increasing student body presence within the business community (i.e. LRU/UCC promotional stickers for businesses to advertise discounts to students; etc.)</p> <p>3. <u>Promotional & Marketing Products</u> – increasing the collegiate atmosphere and promoting school pride through marketing products and promotional items (i.e. t-shirts for freshmen and new transfer students; spring football promotional items; etc.)</p>	<p>1. \$5,200.00</p> <p>2. \$1,000.00</p> <p>3. \$5,800.00</p> <p>TOTAL: \$12,000.00</p>	<p>1. Welcomes and engages students and young professionals with more collegiate and exciting atmosphere.</p> <p>2. Allows students more financial opportunity to participate in local economic impact through retail stores and restaurants, etc.</p> <p>3. Introduces and strengthens the sense of school pride within the community to both students, the University, and the City residents.</p>	