

University City Commission
Wednesday, December 2, 2015, 10:00 am

A regular meeting of the University City Commission (UCC) was held on Wednesday, December 2, 2015, 10:00 am, in the Business Council Boardroom at Lenoir-Rhyne University.

Members & Representatives Present: Ryan Edwards, Rachel Nichols, Joyce Beard, Muriel Gabriel, Mary-Margaret Baker, Danny Hearn, Bryson Smith, Deisy Zavala-Vazquez, Ralph Griffith, Connie Kincaid and Yaidee Fox

Members & Representatives Absent: Wayne Powell and Drew Van Horn

Guests Present: Marcus Byrd

Others Present: Minutes Clerk Anne Starnes

A quorum was present.

Welcome & Introductions: Ryan Edwards, Chair, called the meeting to order at 10:00 am and welcomed everyone present. Marcus Byrd, a recent LRU graduate, was introduced.

Approval of Minutes: Minutes from the previous meeting were distributed in advance. Connie Kincaid moved, seconded by Joyce Beard, to approve the October 28, 2015 minutes as submitted. The motion carried unanimously.

Public Comments: none

Update on “LR Corners” Concept: Mr. Edwards said he and Mary-Margaret Baker met yesterday with Allie Bentley from LR’s Marketing Dept. They discussed providing a “packet” to retail/restaurant participants in the UCC’s current discount program, possibly including 4-5 items to help them get started in creating an LR Corner at their business, or in a suitable location, depending on their interior. He said they also discussed having a “menu” of items for businesses that are not participating in the discount program – items they could purchase – which would help put funds in the budget to purchase more items for the (complimentary) packets, and replenish the supply of packets. Mr. Edwards said Yaidee Fox is coordinating with Allie Bentley in LR’s Marketing Dept., to make a list of LR’s marketing/memorabilia items, and the prices. A template of items will be developed and participating discount program businesses can choose their items. Mr. Edwards said they would also talk to Athletic Dept. staff to request items being discarded which could be donated to the program, such as Lacrosse sticks, team jerseys, etc.

Ms. Baker noted that not all businesses actually sell something the students can buy, so they have no discount to offer students. She said her own business has nothing to sell them, but she could display an LR pennant in their window in a show of support. Ms. Fox said they also discussed the LR athletic calendars during the meeting yesterday, and some possible social media photo opportunities. Danny Hearn reminded members the Chamber would include UCC information in their Constant Contact weekly message to Chamber members on Tuesdays, just provide a paragraph for him to include.

Workgroups & Assignments:

Internships – Mr. Edwards said Katie Wohlman sent him information on a campus Career Fair planned in late January. Members discussed securing interns, and LR’s process to secure interns for employers who request them. Bryson Smith said “requests for interns” are posted on LR’s Career Center website, and students then check to see what internships are available. Deisy Zavala-Vazquez said students might not

be aware the website lists available internships. Ralph Griffith said his department is more directly involved with students seeking internships. He suggested sending internship information to him, and he will send it directly to business school students.

Freshmen Orientation – Rachel Nichols said LR is using the video created for the Freshmen Orientation in August. Ms. Fox said the video was also put on YouTube, and anyone may use it. She will send a link to members.

Bears – no discussion

Marketing – The LR Corners concept was discussed earlier.

Boards & Commissions – no discussion

Spring Fling Concert Sub-committee Update – no discussion

Other:

Buck Bus – Ralph Griffith reported the first Buck Bus outing had a much better response than expected. He served as the driver from 9:00 pm to 3:00 am, with over 75 students riding to and from the Study Hall near campus. A CPR-certified student was also on board. He noted it is not actually a bus, but a 12-15 passenger LR van. They advertised using signs on campus and through social media. Dr. Griffith said Dean Katie Fisher picked up the tab, so they did not need to charge \$1 as planned, but asked students to “friend” them on Facebook or “like” them on Instagram or Twitter to ride for free, which gave them a base of future “student customers” to contact. Since the initial evening, four campus organizations have requested Buck Bus transportation for their future events. He said the two students who took on the Buck Bus project have worked very hard to see it succeed, and he has other students interested in taking it over after the first two students graduate. Ms. Baker suggested they might also find a business to sponsor a future Buck Bus trip, and let them promote their business while students ride free.

Brief Update on LR Blvd. Banners – Mr. Edwards said members had discussed LR banners and signage at the previous meeting. Numerous people are interested in buying the banners currently hanging in downtown Hickory. In the past, Duke Energy would not agree to the proposed banners, but they were much larger. Ms. Fox is forming a group, including the City’s Traffic Dept. and LR, to discuss what would be allowed, and then the UCC or another group can try to make it happen. Mr. Edwards said this is especially important along LR Blvd. from I-40, which is considered a major gateway into Hickory by the Hickory Bond Commission. Ms. Baker said that getting local hotels involved is an important key; parents of students and athletics recruits stay in the hotels and they would see the banners at the property or in a LR Corner in the hotel. Ms. Kincaid said a unified way to reach all hotels is through the CVB, which is now helmed by Mandy Pitts.

Brief Update on LR Security Request – Mr. Edwards said LR Security informed him they are in the process of writing grant proposals for state and federal grants, to benefit their current campus operations. He met with them recently and noted they may need future letters of support to include in their proposals. Some of their goals are putting better lighting in place, having more cameras on campus, additional computers, etc. Mr. Edwards said these types of grants must be coordinated through the city government where the school resides. Ms. Fox said that possibly a Resolution from Hickory City Council would be prepared, along with a letter of endorsement from the UCC. Ms. Kincaid said the Downtown Development Association would also be glad to support their grant efforts.

Students’ Corner – Update from Bryson Smith & Deisy Zavala-Vazquez: Bryson Smith spoke with the SBA this week and they requested a list of the businesses participating in the Discount Program, to send to students through various social media avenues. Ms. Nichols said Allie Bentley in LR’s Marketing Dept. keeps the list. He said the sophomore class vice-president needs local speakers for an event that she is hosting, and when more information is available, he will share it with the UCC. He asked where adding a campus bus stop near P.E. Monroe Auditorium stands. Mr. Edwards said the discussion with Greenway Transit did not proceed any further, but it could still happen. Mr. Smith asked if there are spring festivals

or events downtown that students can attend. Ms. Kincaid said Hickory Hops is held on April 16, but only for students 21 and older. She always needs volunteers for the event, to work a couple hours and then enjoy the festival without paying the entry fee. The Art Crawls are in May and September, and the concert series will be held again during May, June and September. Ms. Fox said information on City events is sent to both Allie Bentley and Drew Van Horn.

Deisy Zavala-Vazquez was in High Point recently, and said they had much larger signs welcoming their students that were easier to see and read. She said the LR campus speed limit was changed to 25 mph recently, which is much better. Ms. Fox said the speed limit changes were just recently approved and put in effect. Next summer, additional changes scheduled include reducing the road lanes between St. Andrews and Stasavich Place from two lanes to one, possibly installing a flashing light in the road in front of the Admissions Office, and likely adding three speed tables. Two parking spaces were also being removed. Ms. Fox said City Council is concerned about pedestrian safety, for both the students and residents, and that discussions with LR are still underway.

Other Business: Mr. Edwards said he had Bear Nation t-shirts for UCC members. The UCC printed 500 t-shirts to give students at “Late Night at the Shu” in late October, with artwork designed to promote City of Hickory and LR’s efforts to work together. He said students would wear their t-shirts to games and events during the year, and initiatives are in place to reward wearing them.

Council member Bruce Meisner had represented City Council on the UCC, but he retired from council last night, after serving for 32 years. Ms. Fox will let members know which council member will replace him. Mr. Edwards said Mr. Meisner was important to the formation of the UCC.

Dr. Griffith said 1,011 people attended the World Entrepreneurship Week, November 16-20, with 45 speakers over five days. He said it was one of the largest community events held at LR in recent years.

Next Meeting: The next meeting will be held on Wednesday, January 27, 2016, 10:00 am, at Lenoir-Rhyne University, in the Business Council Boardroom. In February, the meeting moves to City Hall, in the 3rd Floor Conference Room.

Adjourn: Mr. Edwards thanked everyone for attending. There being no further business, the meeting adjourned at 10:55 am.



Anne Starnes, Minutes Clerk
City of Hickory



Ryan Edwards, Chair
University City Commission 7-27-16