



CAMPUSTOWN ACTION ASSOCIATION

April 6, 2011

Dear Mayor Campbell and Honorable Ames City Council Members:

For almost a year now, Campustown Action Association (CAA) has been an active, revitalized organization, recruiting business and property owners to join our group, organizing events, as well as coordinating clean-up efforts and other small projects to benefit and enhance the Campustown area. We have also been working closely with the Ames Chamber of Commerce who has been fully supportive and provided significant assistance in our undertakings. Through these ventures, which I have described in part in my previous Position Paper/ letter, CAA has become stronger, developed inroads with a number of Campustown business and property owners and developed a detailed plan for future goals.

Although we have moved forward with great strides this past year, there is still much work to be done. At this pivotal point in our existence, CAA has an opportunity to become even stronger. This opportunity comes in the form of a passionate individual: Chandra Peterson, who would like to commit her summer to further developing and strengthening CAA through a variety of activities. There is more than enough work to keep Ms. Peterson busy as a full-time intern from May 16th, 2011, through August 19th, 2011. Below is a list of activities (not exhaustive) for which Ms. Peterson will be responsible and accountable to our Board and organization:

- Actively search and apply for grants for which CAA qualifies. The ACVB Community Grant Program is one such grant.
- Build an active membership base.
- Improve communications with our growing membership base via electronic and printed means.
- Promote CAA through myriad channels including: summer events, media outlets, social media and the creation of a Campustown newsletter.
- Investigate the requirements for membership in The Urban Neighborhood District Program coordinated by Main Street Iowa.
- Plan, coordinate, and document CAA events.
- Document the entire internship with a presentation of CAA's accomplishments over the summer to the Ames City Council.

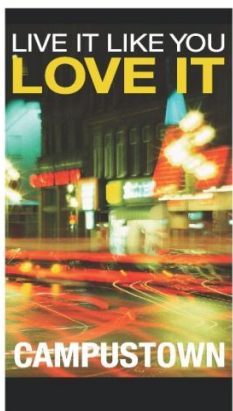
Campustown Action Association respectfully requests \$3,000 to fund her summer internship. With a summer staff person, we are certain we will be able to build a stronger CAA and accomplish many of the above objectives, as well as the goals identified in our strategic plan. This position will help CAA work towards achieving the Ames City Council's goal to rejuvenate Campustown. I will be attending the Ames City Council meeting on April 12th to answer any questions you may have. Thank you in advance for your time and consideration.

Sincerely,

John A. Haila, President, Campustown Action Association

"Where our main street meets the world"

LIVE IT . LIKE YOU . LOVE IT . CAMPUSTOWN, AMES. IOWA



April 2011

The following sets forth the vision, mission and some of the activities which Campustown Action Association has undertaken the past eight months. The first included a complete rewrite of our bylaws, in which we have set forth the Vision and Mission for the organization.

Campustown Action Association's Vision Statement

CAA seeks to create and foster a vibrant Campustown that is a destination district providing a broad array of options to all community members that cannot be found anywhere else.

CAA recognizes the role Campustown plays as the primary commercial district serving Iowa State University and aspires to a leadership role in defining local quality of life and community betterment. CAA is the primary source for information about Campustown. CAA strives for visionary leadership, a broad base of volunteers, a reputation for integrity and accountability, and growing financial support. CAA fosters an appreciation for the traditions associated with Campustown history.

Campustown Action Association's Mission

CAA is the organization that serves as a catalyst for private and public partnerships in Campustown. CAA provides leadership for strengthening the role and reputation of Campustown by fostering cooperation among City of Ames, ISU and Campustown entities.

CAA activities over the past six months

A second objective of CAA was to begin recruiting members, collecting dues and start undertaking a number of activities and events.

Membership Socials: Two socials were held in November 2010. These events were attended by approximately 20- 25 people from the Campustown area. This initial endeavor yielded approximately 12-15 members. Since that time we have added approximately 12 more members with a current membership roster of 25 organizations and/or individuals.

From the membership dues we have raised approximately \$4,600, which we anticipate using to help fund several upcoming events, possible website development, membership in ACVB, and other Board approved expenses.

As a result of the membership socials and personal contacts with business and property owners in Campustown, three top priorities became quite evident. These were cleanliness, Campustown branding (or identity) and local events held in Campustown to attract people to the area. Everyone we interacted with agreed that these needed to be a concentrated focus to begin with. It was determined to assign each one of these priorities to one of the three CAA committees.

Membership Committee has been spearheading other Campustown Cleanup initiative, We assisted with Stash the Trash on March 26th in Campustown, will be involved with another cleanup campaign on April 23rd and plan on continuing with these events on a periodic basis. The objective is to help make Campustown cleaner, and to encourage all businesses to participate and continue on with this effort on a weekly if not daily basis.

Business Development Committee is working on a Branding undertaking. This has included assembling a complete master list of all business in Campustown, with names, contacts, phone addresses and emails where available looking a developing a web site, establishing a clear line of communication, and will be undertaking efforts to work with any and all business and property owners interested in participating an branding exercise for the Campustown Area. The objective is to develop a cohesive and unified vision for the area and foster a one mindedness and identity for the area.

Promotions Committee has been extremely busy planning out first annual June event with day long activities planned for young professionals, families as well as all Ames residents. The committee has been tirelessly working to organize the event, enjoin business owners and members in the planning and event participation.

With respect to a long term vision and direction for CAA, our board held a strategic planning session in January during which one, three and five year goals were set, and a three year plan discussed. In the months ahead we will be implementing many of the one year goals (cleanliness and event is already underway, and branding is also being discussed). In addition we will be working with the membership to refine these goals and continue with their implementation.

We are excited about the reception and participation we are seeing in CAA. There is a lot of enthusiasm, interest and energy present within the membership. We have many folks attend our meetings who are considering joining and are certainly participatory in the monthly meeting discussions. We look forward to continuing to develop and grow CAA to benefit the Campustown area and Ames community.

Chandra L. Peterson

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chandrap@iastate.edu

- Education:** **Iowa State University**, Ames Iowa
Bachelor of Arts- Political Science and Philosophy, minor in Business
- Spring 2012
 - GPA 4.00/4.00
- Academic Honors**
- Inducted into the Phi Beta Kappa National Honor Society
 - Iowa State University Honors Program, 2008- Present
 - College of Liberal Arts and Sciences (LAS) Dean's List, 2008- 2011
 - College of LAS High Scholar Recognition, for ranking in the top 2% of class at 2008-2011
 - Inducted into Pi Sigma Alpha-Political Science Honor Society
- Awards:** **Scholastic Awards**
Harry S. Truman National Scholarship Finalist, Selected for 2011 Women Impacting ISU Calendar, National Honor Society, President's Leadership Scholar, Legacy of Heroines Scholar, Presented legal research at 2010 Midwestern Criminal Justice Association (MCJA) Conference, MCJA legal paper competition honorable mention, 4th Runner-up in Iowa's Junior Miss Scholarship program
- Athletics** 2003-2007
Wrestled on High School Boys Team-4 time letter winner
- National Champion, All- American, Iowa Wrestler of the Year, 2005
- Activities:** **Iowa State University Government of the Student Body (GSB)** 2008-2010
Vice President
- Effectively communicated with students on issues pertaining to at Iowa State University.
 - Demonstrated integrity, the ability to lead, and capability to work in groups.
- Campustown Senator*
- Represent and communicate Campustown interests and issues to the Legislative branch as well as communicate initiatives of the GSB to Campustown Student Association.
 - Inform Campustown residents and local businesses of GSB projects and activities.
- Vice-Chair of the Finance Committee*
- Organize, manage, and chair meetings in the absence of the Finance Director.
- Varsity Theater Research Task Force Chief of Staff*
- Cooperatively researched the purchase of a theater to renovate into a student center. This included writing a proposal, creating a Performa, and drafting a long-term business plan.
- The Green Umbrella** 2009-Present
President and Founder
- Founded an organization that could act as an umbrella organization for all of the sustainability student groups on campus.
 - Plan and organize two major sustainability events on campus and coordinate recycling efforts at ISU.
- Campustown Action Association** 2009-Present
Former President and Promotions Co-Chair
- Collaborate with business owners and the City of Ames to improve the university impacted area through business involvement and awareness.
- Campustown Student Association** 2008-Present
Former President and Treasurer-Current Member

- Garner interest and support among students, businesses, and permanent residents in the Campustown area through various outreach methods.
- Facilitate relationships between the association and local business owners, community residents, as well as Ames City and University officials.
- Identify and inform all relevant parties of opportunities and projects within Campustown, the City of Ames and the University.

Best Buddies

2008-Present

Former President and Treasurer-Current Member

- Partake in Best Buddies, an organization that pairs college students and persons with intellectual disabilities to establish life-long friendships.
- Engage in multiple activities with my buddy Diana, including bowling, going out to eat, coloring, talking on the phone, and just hanging out.
- 2010 Chapter President of the year.

Boards and Commissions

2008-Present

- Ames Community and Family Resources Advisory Board
- Story County ASSET Volunteer
- ISU Student Organization Recognition Board
- ISU Women's Center Advisory Board
- The President's Advisory Committee on Energy Conservation And Global Climate Change (ISU)
- Ames City Council Student Affairs Commission

Experience:

Office of the Governor of the State of Iowa

2009-2010

Legal Assistant to the General Counsel

- Drafted warrants for extradition of persons to and from the State of Iowa.
- Examined confidential material and redacted information of personal nature, attorney-client privilege, or executive privilege before releasing to the public under the Freedom of Information Act.
- Managed and oversaw the activities of multiple interns.

Legal Intern

- Expanded my knowledge of legal documents by reviewing clemency applications, extradition warrants and attorney general opinions.
- Communicated with constituents regarding legal difficulties via phone and letters.

Iowa State University Political Science Independent Study

2008-Present

Research Assistant

- Initiated the research and developed the focus of my findings through an independent study.
- Completed extensive research on morality in the educational system, and assisted with editing a book previously published in the eighteen-hundreds.

Grand Café, Lake Mills, IA

2004-2009

Server, Cook

- Effectively communicated with customers and co-workers.
- Developed extreme multi-tasking skills, a good attitude and patience.

Abilities:

Professional Skills

- Written, oral, and visual communication skills, which include presentation and debate experience. Ability to find and assess reliable information sources.
- Synthesize complex issues into relevant research questions, and integrate knowledge from multiple subject areas.
- Abundant experience working in groups.
- Competency in basic computer programs, including Microsoft Word, PowerPoint, Access, and Excel. Ability to quickly learn new software.

Work Ethic

- Excellent time management and organizational skills
- Reliable

References available upon request