



A collaboration of business owners, property owners, local officials and individuals dedicated to the revitalization and growth of Caro's downtown and the surrounding business area!

## Blueprint Advisory Facilitation Board Meeting Minutes • January 12, 2011

1. Meeting called to order at 7:07 p.m.
2. Roll Call/Attendees

Attendance	Name	Position	Term
<input checked="" type="checkbox"/> Present	Brent Morgan, City Manager	Member	Concurrent w/Position
<input checked="" type="checkbox"/> Present	Mike Henry	Chairman	Concurrent w/Position
<input checked="" type="checkbox"/> Present	Rick Lipan	Vice Chairman	Exp 10/09
<input checked="" type="checkbox"/> Present	Kris McArdle	Facilitator/Secretary	Concurrent w/Contract
<input checked="" type="checkbox"/> Present	Jim McLoskey	Member	Exp 10/10
<input checked="" type="checkbox"/> Present	Susan Rickwalt-Holder	Member	Exp 10/10
Absent	Janice Schrader	Member	Exp 10/09
<input checked="" type="checkbox"/> Present	Tom Striffler, City Mayor	Member	Concurrent w/Position
<b>Guests Present:</b>	None		

### 3. Approval of Meeting Minutes

- a. Secretary Kris McArdle distributed minutes prior to meeting via e-mail and then included them in the meeting packet for the Board meeting.
- b. Susan Rickwalt-Holder motioned to approve the meeting minutes from December 8, 2010, seconded by Tom Striffler, and approved by all present. No objections were made.

### 4. Public Comments

- a. None

### 5. Facilitator/Secretary Update

- a. Secretary Kris McArdle asked Board members if they wished to continue receiving tidbits received through the MMS listserv. The consensus was yes.
- b. McArdle also shared her feedback from Laura Krizov at MSHDA/MMS regarding the annual reporting for the Blueprint program. Krizov told her that there was no need for an annual report any longer as the program has been eliminated. However, Board members were a little concerned about having this come back later as incorrect. Brent Morgan asked McArdle to e-mail him Krizov's e-mail address so he could personal request something formal in writing to protect the City of Caro.

## 6. Old Business

### a. Caro Blueprint to Main Street

#### i. Training Schedule

1. Secretary Kris McArdle learned at the meeting that both she and Brent Morgan had RSVP'd for four to the Clare training session. Since there was actually now six going McArdle will send a final RSVP to Laura Krizov at MSHDA/MMS. The attendees include McArdle, Morgan, Mike Bauerschmidt, Mike Henry, Susan Rickwalt-Holder, and Joe Greene.
2. McArdle also shared her conversation with Krizov about the changes coming to the MMS program. Their letters of interest and application submission dates have been pushed out to October and December. No specific dates were available at the time of discussion. Krizov also shared there will be two additional MMS training sessions between February and October.

#### ii. Homework

1. An updated copy of the database of volunteer participation and events per the MMS training homework assignments was included in the Board packet.
2. Discussion also took place regarding the Caro – MS 4 point questionnaire that Tom Striffler had created. His intention was to use this document as a way to educate about what we have and to offer ideas to get people thinking about what we don't have. The group decided to use it as homework for the February meeting. The document will be sent out to Blueprint Board members and supporters tomorrow. The idea will be for them to return their thoughts to Secretary Kris McArdle by Feb. 2 to allow time for her to tabulate the information prior to the February meeting.

### b. Caro Area Survey

- i. Secretary Kris McArdle spoke to Deb Lipan of the Caro 150 Winter Fest and asked for permission to distribute the survey during the event. It was approved and McArdle will make copies for the event.
- ii. Susan Rickwalt-Holder also shared that the surveys were distributed during the Bridal Show and will be done as well at the Citizen of the Year banquet. McArdle shared she had already received the ones from the Bridal Show and will tabulate those, along with the Caro 150 results, prior to the February meeting.
- iii. The intention is to conclude distribution after the Citizens of the Year event and to begin looking at how to utilize the information gathered.

**7. Caro Area Update**

- a. Downtown/DDA
  - i. Four to five businesses are being recognized for their façade improvements at the Citizens of the Year banquet.
  - ii. Grant projects – downtown lighting project is still waiting on source to be finalized and the letter of interest for the parking lot has been submitted.
- b. City
  - i. Majority of the new two hour parking signs have been installed. A few comments have been received and addressed immediately.
- c. Chamber
  - i. Annual renewal letters sent out at end of 2010. Current membership is 194.
  - ii. Mark Ransford is looking at ways to revamp the Chamber Bucks program.
  - iii. Voting for the 2011 Chamber Board of Directors is underway.
  - iv. The Chamber is also looking for a Market Manager.
- d. County – Tuscola County Economic Development Corporation (EDC)
  - i. The EDC is working with the Tuscola ISD on the broadband grant project.
  - ii. They are also working with the Chemical Bank to offer an educational workshop on dealing with bounced checks.
  - iii. There is a new tenant in the DDA building. Head Start is now working out of office space in the back of the building.

**8. New Business**

- a. None

**9. Announcements**

- a. None

**10. Adjournment**

- a. Tom Striffler motioned to adjourn the meeting, seconded by Rick Lipan, and accepted by all present. No objectives were made.
- b. Meeting adjourned at 8:03 p.m.

**12. Next meeting**

- a. Wednesday, February 9, 2011, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle