



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 • November 11, 2009

1. Meeting called to order at 7:08 p.m.
2. Roll Call/Attendees

Attendance	Name	Position	Term
Absent	Mike Bauerschmidt	Member	Concurrent w/Position
<input checked="" type="checkbox"/> Present	Don Beavers	Member	Concurrent w/Position
Absent	Angie Farris	Member	Exp 10/09
<input checked="" type="checkbox"/> Present	Mike Henry	Chairman	Concurrent w/Position
Absent	Louise Hodges	Member	Exp 10/10
Absent	Rick Lipan	Vice Chairman	Exp 10/09
<input checked="" type="checkbox"/> Present	Kris McArdle	Facilitator/Secretary	Concurrent w/Contract
Absent	Jim McLoskey	Member	Exp 10/10
Absent	Bob Moore	Member	Exp 10/10
<input checked="" type="checkbox"/> Present	Susan Rickwalt-Holder	Member	Exp 10/10
<input checked="" type="checkbox"/> Present	Janice Schrader	Member	Exp 10/09
Absent	Tom Striffler	Member	Concurrent w/Position
<input checked="" type="checkbox"/> Present	Ed Volway	Member	Exp 10/10
<input checked="" type="checkbox"/> Present	Patty Volway	Member	Exp 10/09
Guests Present:	Lori Smith and Ed Cook, Opindor Cathy Cabala, Kid's Closet Margie Sylvester, Caro Downtown Task Force & Second Chance Thrift Shop (BBBS)		

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. Don Beavers motioned to approve the meeting minutes from October 14, 2009, as presented, seconded by Ed Volway, and approved by all present. No objections were made.
4. Public Comments
 - a. Guest were welcomed by Chairman Mike Henry and given the opportunity to introduce themselves.

- b. Ed Cook from Opindor reviewed their business concept for those absent last month.
 - i. They are occupying the former Geek Shop location and using it as a drop-in center for those in need of socialization and advocacy support.
 - ii. The front part of the building will be designated as a retail area available to showcase the work on locals and those using the center.
 - iii. In four weeks they've had about 140 people come through the doors on an average of 30 daily visitors.

5. Facilitator/Secretary Update

- a. Secretary Kris McArdle distributed the questionnaire that must be completed by January 13, 2010, for MSHDA reporting requirements of the Blueprint Program.
 - i. McArdle will require the assistance of the City, Chamber and Tuscola EDC to complete the questionnaire.
 - ii. In respect to the question concerning incentives, we discussed the possibility of including the village to city for reduction in taxes, the Chamber bucks for a boost to economic growth and the Tuscola EDC revolving loan fund input from the village (city).

6. Old Business

- a. Caro Main Street Future
 - i. Don Beavers and Secretary Kris McArdle will develop a proposed plan to be submitted to the Blueprint Board at the December meeting.
 - 1. Input will be welcomed and the finalized plan will be submitted to the Caro DDA in January.
 - 2. Discussion ensued regarding some of the duties of a downtown person, including:
 - a. Ongoing business communications
 - b. Area police beat; especially, related to scams and theft
 - c. Expanding marketing channels; such as, Facebook
 - ii. The question also arose regarding time line of submission of interest to the Michigan Main Street Program.
 - 1. After meeting (and in a follow up e-mail), McArdle confirmed the following:
 - a. MSHDA workshops regarding the Main Street Program start in early January 2010.
 - b. Letters of interest must be submitted by March 1, 2010.
 - c. An official application is then due by May 1, 2010.

b. Tactical Action Plan Highlights

- i. Some adjustments were made to the database with respect to numbering of tasks and moving a few items to ongoing, on hold or cancelled.
- ii. Key highlights include:
 1. Work with and encourage downtown's existing businesses to enhance their curb appeal ...
 - a. Susan Rickwalt-Holder will speak to Mike Urban about relocating his drop box to the back of his building.
 - b. The Downtown Task Force reports they are looking into applying for a grant through the Community Foundation for downtown beautification efforts; such as, flower boxes, park benches and streetscape improvements.
 2. Prepare design guidelines ...
 - a. For December's meeting, the homework assignment was given of reviewing Clare's Code of Ordinances in an effort to offer suggestions for creating our own guidelines.
 - i. An e-mail with the Web link to the ordinances was sent out after meeting.
 3. Plan for enhancement of island triangle ...
 - a. Janice presented a revised photo with flagpoles added in.
 - b. Charlie and Janice will develop a work plan and complete proposal for submission to (1st) Blueprint Board, (2nd) DDA, and then (3rd) Council.
 4. Make parking management improvements ...
 - a. Talking points given to DDA and Policy Committee – awaiting feedback.
 5. With respect to the dumpster issue and a fine system, it was moved to ongoing tasks. However, Don Beaver did state he would address the question 'what can be put in the dumpster' by posting the info on the Web site and including in the next city newsletter.
 6. Promote available technical assistance ...
 - a. Secretary Kris McArdle is working on developing a press release from an entrepreneurial standpoint – from one business owner to another sharing all the tips for success.
 - b. This is slated to be out in the next couple of weeks with a theme of following a New Year's resolution.

7. Caro Area Update

- a. Downtown/DDA
 - i. Reported by Chairman Mike Henry.
 - ii. The Caro Chamber asked the DDA for support with the Chamber Bucks program by placing their (and the Tuscola EDC) rent payments in an escrow-type of account for use of covering the expense if necessary.
 - 1. The DDA approved to move forward with this as it will benefit the community and support stimulating the area economy.
 - 2. The rent-escrow set up will be good for one year.
 - iii. The parking issues and committee recommendations were reviewed. The talking points have been given to the DDA.
- b. City
 - i. Reported by Village Manager Don Beavers.
 - ii. The village is now a city!
- c. Chamber
 - i. Reported by Chamber President Susan Rickwalt-Holder.
 - ii. Gingerbread Village is coming Dec. 3 -9, 2009.
 - iii. The Chamber Bucks program has gotten off to a great start.
 - iv. Next event is the Citizen of the Year award banquet and then June's Cars and Crafts.
- d. County – Tuscola County Economic Development Corporation (EDC)
 - i. Absent.

8. New Business

- a. Chairman Mike Henry shared on behalf of the Tuscola County Pumpkin Festival that they had a very successful year with the new Board in place.
 - i. Sponsorships increased from 26 in 2008 to 108 in 2009; as well as, income respectively increased from \$3,000 to \$16,000.
 - ii. This success has led to the approval by the Board to give away \$4,500 in scholarships to the area schools.

10. Adjournment

- a. Don Beavers motioned to adjourn the meeting, seconded by Susan Rickwalt-Holder, and accepted my all present. No objectives were made.
- b. Meeting adjourned at 9:02 p.m.

12. Next meeting

- a. Wednesday, December 9, 2009, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle