



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 • December 9, 2009

1. Meeting called to order at 7:03 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
<input checked="" type="checkbox"/> Present	Jim McLoskey	Member	Exp 10/10
Absent	Bob Moore	Member	Exp 10/10
Absent	Susan Rickwalt-Holder	Member	Exp 10/10
Absent	Janice Schrader	Member	Exp 10/09
<input checked="" type="checkbox"/> Present	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:	Ed Cook, Thumb Area Talent & Opindor Ruth Crafton, Fast Eddy's Internet Café Ruth Kunka, Entrepreneur		

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. Ed Volway motioned to approve the meeting minutes from November 11, 2009, as presented, seconded by Tom Striffler, 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. Liz Crafton is co-owner and manager of Fast Eddy's Internet Café in Caro.
- c. Ruth Kunka is an entrepreneur who just began researching the idea of opening an artist consignment gallery in downtown Caro.
- d. Ed Cook provided us an update from the Thumb Area Talent and Opindor:
 - i. They have about 15 crafters in the shop.
 - ii. He is looking for basic marketing ideas to help spread the word, including distribution channels and local media contacts – Patty Volway suggested he speak to Meggen Jensen from the *Tuscola County Advertiser*.
 - iii. He is also hoping to develop a Web site for the organization – Crafton offered to provide him some direction and assistance.

5. Facilitator/Secretary Update

- a. Secretary Kris McArdle reminded the Board of the reporting requirements from MSHDA and the deadline of January 13, 2010.
- b. McArdle also reported that the Technical Assistance press release is on hold due to a possible announcement of new services coming to the area.

6. Old Business

- a. Caro Main Street Future
 - i. Secretary Kris McArdle and Don Beavers both distributed thoughts on the future progression of the Caro Blueprint.
 - 1. Both recommend moving forward with the concept of hiring a downtown person ... i.e. Facilitator, Manager, Administrator, etc.
 - ii. Discussion took place concerning the matter, including:
 - 1. Contractor versus employee
 - 2. Full time versus part time
 - 3. Job description
 - 4. Salary
 - 5. Duplication of services already being offered
 - 6. Possibility of partnering with another organization(s) to share the person and expense
 - 7. Patty Volway motioned to start discussions with the Caro DDA to:
 - a. Develop a job description for this individual in conjunction with the Caro DDA.
 - b. Create a budget for position (done by the Caro DDA).
 - c. Determine if (1) we move forward with the Michigan Main Street application process, or (2) if we move forward with following the Main Street 4-point approach, hire this person and then consider the MMS program next year and have this person responsible for handling the application process.
 - d. The motion was seconded by Ed Volway and approved by all present. No objections were made
 - 8. Chairman Mike Henry to present initial thoughts regarding the matter to the Caro DDA Board at their December meeting.
 - 9. McArdle will prepare and present a formal presentation for the Caro DDA in January.

- iii. Tom Striffler feels we'd get more volunteers if we were more specific on what is needed from volunteers in respect to the 4-point approach of the Main Street Program
 - 1. The idea would be that the DDA is the generalist, and the 'Main Street' Board and hired person would be the specialist.

- b. Homework Assignment – Review Clare's Code of Ordinances
 - i. The assignment was given out at October's meeting to review the ordinances to provide suggestions for creating our own guidelines for Caro; especially, in respect to design and image of downtown Caro.
 - ii. The group consensus was that Clare's codes were too complicated, explanations too overly statement, and in some cases didn't make sense.
 - iii. Brief discussion took place with some common statements being shared:
 - 1. Authentic to existing structure
 - 2. Authentic to historical preservation
 - 3. Maintaining a quaint image and atmosphere
 - iv. Based on the discussion, we agreed to make this our homework assignment for another month but to expand it:
 - 1. Look at other cities/towns
 - 2. Put a list of suggestions together
 - v. Therefore, the homework assignment for January will be to look at available ordinances from other cities/towns and to jot down suggestions for discussion at January's meeting.
 - 1. Suggestions are to be e-mailed to Secretary Kris McArdle by January 5, 2010, in order for her to compile the list for the meeting.
 - 2. The idea is to share the elements that are important to you.

- c. Tactical Action Plan Highlights
 - i. Due to the amount of time spent on Caro Main Street Future, Call Center coming to downtown Caro and the Homework Assignment there was not enough time to review the Tactical Action Plan as usual. A few highlights were provided:
 - 1. Work with and encourage downtown's existing businesses to enhance their curb appeal ...
 - a. No report.
 - 2. Prepare design guidelines ...
 - a. See report above under Homework Assignment.
 - 3. Plan for enhancement of island triangle ...
 - a. No report ... Board member absent.
 - 4. Make parking management improvements ...
 - a. Waiting on surveys to be returned.

7. Caro Area Update

- a. Downtown/DDA
 - i. See info under City report.

- b. City
 - i. A lengthy discussed ensued regarding the coming of the Excel Call Center to a downtown building.
 - 1. Ed Volway shared his concerned for the parking issue with the addition of the call center to downtown, which will impact one of the primary parking lots.
 - 2. Liz Crafton also shared similar parking lot concerns.
 - 3. Jim McLoskey and Tom Striffler shared that many options were looked at in the area but; unfortunately, no other alternative met the needs of the user.
 - 4. Striffler also shared there is no zoning ordinances against a call center being located downtown.
 - 5. The building itself was purchased by an individual and the operators of the Call Center are renting from them.
 - 6. The goal is to reserve space up front on Main Street for retail occupancy.
 - 7. Volway suggested the need to look at business use ordinances in order to create a vibrant and customer-focused downtown.
 - 8. Don Beavers said he'd have the Planning Committee look into this for the central business district.
- c. Chamber
 - i. No report ... Board member absent.
- d. County – Tuscola County Economic Development Corporation (EDC)
 - i. No report ... Board member had to leave early.

8. New Business

- a. Vote on Meeting Schedule/Time for 2010
 - i. Tom Striffler motioned to maintain the same meeting and time schedule for 2010 as 2009, seconded by Ed Volway, and accepted by all present. No objectives were made.
 - ii. Therefore, we will continue to meet on the second Wednesday of the month at 7 p.m. at the Caro Municipal Building.

10. Adjournment

- a. Secretary Kris McArdle motioned to adjourn the meeting, seconded by Tom Striffler, and accepted by all present. No objectives were made.
- b. Meeting adjourned at 9:30 p.m.

12. Next meeting

- a. Wednesday, January 13, 2010, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle