



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 13, 2010

1. Meeting called to order at 7:00 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 |
| <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 |
| 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 |
| <input checked="" type="checkbox"/> Present | Tom Striffler | Member | Concurrent w/Position |
| Absent | Ed Volway | Member | Exp 10/10 |
| Absent | Patty Volway | Member | Exp 10/09 |
| Guests Present: | 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. Jim McLoskey motioned to approve the meeting minutes from December 9, 2009, as presented, seconded by Tom Striffler, and approved by all present. No objections were made.
4. Public Comments
 - a. None

5. Facilitator/Secretary Update

- a. Year-end reporting for MSHDA
 - i. Secretary Kris McArdle shared a copy of the year-end report and announced it had been submitted and accepted that day.
- b. Technical Services Press Release
 - i. McArdle stated it is coming soon.
- c. Thumb Area Tourism Council
 - i. McArdle shared that thanks to the financial support from Tuscola County and a USDA Rural Grant all businesses in Tuscola County have been activated to the Countryside Traveler membership level. This level gives the complete contact info for a business; except, their Web site.
- d. Miscellaneous
 - i. McArdle distributed informational pieces about the upcoming Caro Chamber After Hours at Independent Bank and Infinite Creative Services, and the Caro 150 Winter Fest & Snowmobile Races coming to town.
 - ii. McArdle also asked about the terms of Board members; especially, those that expired last year. The consensus was to wait to see what happened with the Blueprint to Main Street recommendation.

6. Old Business

- a. Caro Main Street Future
 - i. Secretary Kris McArdle shared the packet of information and PowerPoint presentation that was presented to the Caro DDA early in the day.
 - ii. Also, provided the DDA with a copy of the 'Downtown Program Manager ... Thoughts for Job Description'.
 - iii. McArdle addressed the DDA's concerns and questions, and would send follow up info to them via e-mail.
 - iv. McArdle also reminded them of the Michigan Main Street application deadlines.
 - v. The DDA was hesitant and asked for more information to be presented at their February meeting.
 - vi. Upon discussing this at our meeting, the following questions were shared:
 1. How do other DDAs afford this person?
 2. Is there hard core numbers to show the economic impact to a community?
 3. Can we prove the value of this person to downtown?
 4. How can this person best help the DDA, downtown and community?
 - vii. McArdle will do further research and present next month.
 - viii. Our ultimate goal is to demonstrate the perceived value this person would bring to the DDA.

- ix. Tom Striffler made the suggestion to hire a part-time person to work with the Executive Director of the Caro Chamber, but to be solely responsible for the downtown area.
 - 1. Don Beavers shared this similar topic had been presented on his list serv and the consensus was it was not a recommended way of fulfilling the need for a downtown person.

b. Homework Assignment –Code of Ordinances

- i. The homework assignment was to review code of ordinances for other communities and to return suggestions to Secretary prior to this meeting.
- ii. Only a few sent McArdle their thoughts, which compiled and distributed with this month's Board packet.
- iii. The consensus was the proposed 'Suggestions for Caro's Downtown Design Guidelines' needs to be further tweaked before presenting to the Caro Planning Commission.
- iv. Some comments shared, included:
 - 1. No neon signs? Some are considered retro.
 - 2. Back to original? What is considered original – 1940's, 50's, 60's, etc?
 - 3. Should we follow SHPO guidelines?
 - 4. What is our highest priority with respect to improvements?
- v. Another comment was made that we may not be ready to move toward a true historic preservation as intended by the Michigan Main Street program.
- vi. It was agreed that we'd take the suggestions, narrow them down more clearly and run through a storyboard exercise at the next meeting.

c. Tactical Action Plan Highlights

- i. Prepare design guidelines ...
 - 1. See report above under Homework Assignment.
- ii. Plan for enhancement of island triangle ...
 - 1. Status quo.
- iii. Make parking management improvements ...
 - 1. 22 surveys returned.
 - 2. Primary concern appears to be the enforcement of the regulations.

7. Caro Area Update

a. Downtown/DDA

- i. Included in much of our other discussions.

b. City

- i. Don Beavers has submitted his letter of resignation to the City effective April 2010.

- c. Chamber
 - i. Bridal Show went well.
 - ii. January's After Hours is coming up.
 - iii. Citizen of the Year banquet is February 27, 2010.
 - iv. Pizza Hut is now serving beer and wine.
 - v. Cars & Crafts planning will be starting soon.

- d. County – Tuscola County Economic Development Corporation (EDC)
 - i. Tom Striffler shared that the EDC and Tuscola Enterprise was hosting a Community Forum on February 4, 2010 at the Caro High School.

8. New Business

- a. None

9. Announcements

- b. None

10. Adjournment

- a. Janice Schrader motioned to adjourn the meeting, seconded by Susan Rickwalt-Holder, and accepted by all present. No objectives were made.
- b. Meeting adjourned at 9:00 p.m.

12. Next meeting

- a. Wednesday, February 10, 2010, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle