



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 • June 10, 2009

1. Meeting called to order at 7:02 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
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
<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
<b>Guests Present:</b>	Jim Caruthers, Market Master, Caro Farmers' Market Ron Rademacher, Michigan Back Roads		

### 3. Approval of Meeting Minutes

- a. Secretary Kris McArdle presented revised minutes. Need to update Elliott Ness to Elliot Nelson. Also, the 'committee' designated for brainstorming skate park options was meant to be for the development of language used on the ordinance sign for the dumpster issue. The minutes and tactical plan will both be updated. More discussion regarding dumpster usage and signage was covered in the meeting as well and will be included in more detail later in the minutes.
- b. Patty Volway motioned to approve the meeting minutes from May 13, 2009, as presented with change mentioned above, seconded by Rick Lipan, and approved by all present. No objections were made.

#### 4. Public Comments

- a. The Market Master – Jim Caruthers – for Caro Farmers’ Market was present at the meeting to introduce himself and provide an update on the market.
  - i. Caruthers reported things got off to a slow start but have really picked up. The market opened in May with only 1 vendor, and then it grew to as many as 14. The average is typically 5 food vendors and a few crafters.
  - ii. The market remains open Saturdays through til the Tuscola County Pumpkin Festival in October. The hours are from 8 a.m. to 1 p.m.
  - iii. He also reported he continues to receive positive feedback on the location move.

#### 5. Guest Speaker

- a. Ron Rademacher from Michigan Back Roads attended the meeting to introduce the Board to his promotional efforts of Michigan through various Web sites; especially, the Terrific Towns program at Michigan Back Roads.
  - i. Those sites include:
    1. [www.michiganbackroads.com](http://www.michiganbackroads.com)
    2. [www.travelinginmichigan.com](http://www.travelinginmichigan.com) (includes an e-newsletter)
    3. [www.upnorthmichigan.com](http://www.upnorthmichigan.com)
  - ii. Rademacher introduced himself and the history of how these Michigan promotional sites came to be.
  - iii. The one site – Michigan Back Roads – includes over 400 pages of festivals, history, arts and much more.
  - iv. He came to invite Caro to participate in the Terrific Towns program at Michigan Back Roads. The focus of Terrific Towns is to focus on those things/places that people don’t know exist in the town or those things not normally marketed. Only two Terrific Towns allowed per county.
  - v. Costs for participating in Terrific Towns is:
    1. 1 year = \$500
    2. 2 year = \$800
    3. 3 year = \$1,100 (can be budgeted over the three year period)
  - vi. Rademacher suggested the costs could be shared between organizations; such as, the Village, Chamber and local arts organization.
  - vii. In an earlier meeting, the DDA Board approved participation of up to \$125 towards the participation costs. Rademacher had made other presentations to the Village, Chamber and local arts organization.

## 6. Facilitator/Secretary Update

- a. July Meeting
  - i. Discussion took place regarding the July meeting ... to hold as scheduled or postpone due to the possible conflict with the 4<sup>th</sup> of July holiday schedule.
  - ii. Since most everyone is able to be in attendance, the meeting will continue as scheduled.
- b. Other Updates
  - i. Secretary Kris McArdle shared the success of the launch of the FastTrac<sup>®</sup> NewVenture<sup>™</sup> business program running in Marlette for dislocated workers. The program is facilitated by the MI-SBTDC and co-sponsored by ThumbWorks.
- c. Pride in Caro
  - i. At the DDA meeting earlier in the day, Bill Campbell had brought up the topic of doing a 'Pride in Caro' program. He is very disappointed by how some of the downtown business owners and residents take care of the public property in downtown.
  - ii. Discussion ensued about how to handle this and who should be responsible for the task. It was decided that the initial attempt will be made by the Village in a letter from Village Manager, Don Beavers. The letter will address a number of issues, including:
    - 1. Area successes
    - 2. Caro Blueprint program
    - 3. Downtown's image
    - 4. Trash disposal and use of the dumpsters
    - 5. Parking lot concerns
    - 6. Store hours

## 7. Old Business

- a. Michigan Main Street Program Update
  - i. Secretary Kris McArdle communicated with Lori Schuh, Manager for the Clare Main Street Program, and discovered the next Clare Main Street full Board meeting available for us to attend is Friday, August 7, at 7:30 a.m.
  - ii. Discussion took place regarding the Board's availability to attend and everyone was in agreement with moving forward to finalize attendance at Clare's meeting.
  - iii. McArdle will follow up with Schuh and look into overnight accommodations for attending Board members. An update will be available on or before the next Blueprint meeting.
- b. Homework Assignments
  - i. Blueprint versus Main Street – Questions of Interest
    - 1. Secretary Kris McArdle reported no additional questions have been provided by Board members.

- ii. Caro Area Business Directory
  - 1. Status quo – no feedback from Board members has been received.
- iii. Business Surveys
  - 1. Once again, discussion ensued as to the purpose of this surveys and who would be responsible for overseeing their use.
  - 2. Chairman Mike Henry wonder if this is something the Tuscola EDC should be handling and suggested we speak to Jim McLoskey regarding the matter.
  - 3. Patty Volway volunteered to speak to McLoskey. Volway also asked Secretary Kris McArdle to e-mail the surveys and business directory to McLoskey.
  - 4. Volway also suggested a great way to create a business database is to require a business license.
  - 5. Guest Ron Rademacher also suggested using Monkey Survey as an option.
- c. Tactical Action Plan Highlights
  - i. Key highlights include:
    - 1. A committee is being formed to look at, evaluate and present a report on recommendations regarding the parking in the downtown area.
    - 2. Crosswalk stripping continues to be addressed.
    - 3. Signage is being ordered for the dumpsters to deter from dumpster dumpers using them.
    - 4. Interest in another round of façade program is being sought.
    - 5. The parking lot updates are in progress. The papers have been signed, the property purchased and request for RFPs being sought. The work is anticipated to begin in the fall.

## 8. Caro Area Update

- a. Downtown/DDA
  - i. Reported by Chairman Mike Henry.
  - ii. The Tuscola County Pumpkin Festival has received approval to have fireworks as part of event. The fireworks will take place at the high school high school football field. Specific details still to come.
  - iii. A brochure for the event has also been developed and will be distributed to the Welcome Centers from across Michigan.
- b. Village
  - i. Reported by Village Manager Don Beavers.
  - ii. Introduced Elliott Nelson to the group. Nelson is doing an internship at the Village. One project he'll be working on is a community survey.

- c. Chamber
  - i. Reported by Chamber President Susan Rickwalt-Holder.
  - ii. The annual Cars & Crafts event went well with 55 crafters, 10 food vendors, 110 vehicles and great weather. They also had 46 treasured sales registered with the Chamber and another 10 to 15 were registered with the Village. Overall it was another success and people were very pleased.
- d. County – Tuscola County Economic Development Corporation (EDC)
  - i. Absent ... no report.

## 8. New Business

- a. Don Beavers shared his intern will also be doing a community survey, which is why it would be fitting for him to incorporate the business survey information into this project.

## 10. Announcements

- a. Chairman Mike Henry thanked Ron Rademacher for attending the meeting and presenting the Terrific Towns Program to us.

## 11. Adjournment

- a. Tom Striffler motioned to adjourn the meeting, seconded by Secretary Kris McArdle, and accepted my all present. No objectives were made.
- b. Meeting adjourned at 9:10 p.m.

## 11. Next meeting

- a. Wednesday, July 8, 2009, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle