



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 • July 8, 2009

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
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
<input checked="" type="checkbox"/> Present	Janice Schrader	Member	Exp 10/09
Absent	Tom Striffler	Member	Concurrent w/Position
Absent	Ed Volway	Member	Exp 10/10
Absent	Patty Volway	Member	Exp 10/09
<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 Board's meeting packets.
- b. Don Beavers motioned to approve the meeting minutes from June 10, 2009, as presented, seconded by Jim McLoskey, and approved by all present. No objections were made.

### 4. Public Comments

- a. None

## 5. Facilitator/Secretary Update

- a. Caro Area Business in the News
  - i. Secretary Kris McArdle distributed a positive economic development article for the Caro Area ... a new poultry processor has opened in the area.
  
- b. Michigan Back Roads ... Terrific Towns Program Update
  - i. Secretary Kris McArdle asked for an update on the status of Caro participating in the program.
    - 1. Yes, a handful of local organizations have collaborated to share the cost of participating in the program.
    - 2. Those organizations include: Village of Caro, Caro DDA, Caro Chamber, Tuscola County Pumpkin Festival and the Thumb Area Center for the Arts.
    - 3. Information is being collected and formulated for posting on the program's Web site.

## 6. Old Business

- a. Michigan Main Street Program Update
  - i. Secretary Kris McArdle distributed information about the Blueprint Board meeting with the Clare Main Street Program Manager and Board of Directors on Aug. 7, 2009.
  - ii. Discussion ensued about transportation and lodging logistics. Since only a handful of Board members were presented, McArdle will send out a follow up e-mail regarding the matter.
    - 1. Initial feedback included:
      - a. Chairman Mike Henry is unavailable.
      - b. Don Beavers, Janice Schrader and Jim McLoskey are all interested.
  - iii. Questions of interest for Clare's Main Street Board were reviewed as well.
    - 1. The question of having a job description and discovering where the Program Manager spends her time were added.
  - iv. McArdle will handle all final logistics and communications between now and the Aug. 7 meeting.
  
- b. Homework Assignments
  - i. Caro Area Business Directory & Business Surveys
    - 1. Discussion took place and it was agreed upon that the Tuscola County EDC will handle these items.
    - 2. They will also work in collaboration with the Chamber.

c. Tactical Action Plan Highlights

i. Key highlights include:

1. Work with and encourage downtown's existing businesses to enhance their curb appeal ...
  - a. Bill Campbell reported that he has seen some 'Pride in Caro' as a result of the recent letter sent out by Don Beavers. Some of the businesses have installed 'butt' cans outside their entrances and are sweeping the sidewalks regularly.
2. Prepare design guidelines ... and Seek additional funding ...
  - a. The design guidelines will be incorporated into the façade program if the Village moves forward with it for a second year.
  - b. The Village needs at least 5 businesses to make it worth the time and effort.
3. Make parking management improvements ...
  - a. A committee to evaluate the downtown parking is being formed, but still waiting on a few responses.
  - b. Looking to kick off meeting in early August.
4. Enhance two remaining parking lots ...
  - a. RFP has been posted and waiting on bids.

**7. Caro Area Update**

a. Downtown/DDA

- i. Reported by Chairman Mike Henry.
- ii. Provided an update on the parking lot project (see details in Tactical Action Plan updates).

b. Village

- i. Reported by Village Manager Don Beavers.
- ii. Announced Rod Chambers may have a renter from the former Shear Trends and that the tobacco company is moving to the former Buckley Shoes location.
- iii. Happy Feet has moved down the street next to the Freezer.
- iv. Excel Group is now up to about 35 employees.
- v. Two businesses – a massage therapist and hearing aid company – are looking at coming downtown.
- vi. Further discussion regarding the dumpster issue ensued. Signs are up and some of the issues continue.
  1. Beavers spoke to some of the surrounding buildings after his initial letter went out.
  2. A second letter will be going out as well.

c. Chamber

- i. Representative absent – no report.

- d. County – Tuscola County Economic Development Corporation (EDC)
  - i. Reported by Jim McLoskey.
  - ii. The local employment/temp staffing agency – EmploymentGiant – has changed their name to Cornerstone Staffing.
  - iii. The Village of Caro and EDC are working together to bring the vacant manufacturing businesses back to life, including working on a tax abatement request.
    - 1. There is a possibility of bringing 45 jobs to the area in the next two years.

## 8. New Business

- a. Chairman Mike Henry share that Dale Merz from the Caro Community Hospital helped the Pumpkin Festival with their brochure development and printing.
  - i. They were great to work with and had very reasonable pricing.
  - ii. Henry recommends other groups use their services as well.

## 10. Announcements

- a. Discussion ensued about the absentee more members; especially, those who haven't been seen in a long time.
- b. Secretary Kris McArdle will send out a communication those folks regarding their interest to continue serving on the Board as we approach our second year.

## 11. Adjournment

- a. Secretary Kris McArdle motioned to adjourn the meeting, seconded by Janice Schrader, and accepted my all present. No objectives were made.
- b. Meeting adjourned at 9:05 p.m.

## 11. Next meeting

- a. Wednesday, August 12, 2009, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle