



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 • October 15, 2008**

1. Meeting called to order at 12:10 p.m.

2. Roll Call/Attendees:

<input checked="" type="checkbox"/> Angie Farris	<input type="checkbox"/> Bob Moore	<input checked="" type="checkbox"/> Don Beavers	<input checked="" type="checkbox"/> Ed & Patty Volway
<input checked="" type="checkbox"/> Janice Schrader	<input checked="" type="checkbox"/> Jim McLoskey	<input checked="" type="checkbox"/> Kris McArdle	<input checked="" type="checkbox"/> Louise Hodges
<input checked="" type="checkbox"/> Mike Bauerschmidt	<input checked="" type="checkbox"/> Mike Henry	<input checked="" type="checkbox"/> Rick Lipan	<input checked="" type="checkbox"/> Susan Rickwalt-Holder
<input checked="" type="checkbox"/> Tom Striffler			

Guests: None

3. Introductions & Intentions:
 - a. Kris McArdle distributed a packet of information to all attendees.
 - b. All attendees introduced themselves and shared their intentions for being involved with the Caro Blueprint Project.
 - c. Those intentions included:
 - i. Increase awareness and enhance area
 - ii. Something to galvanize the community
 - iii. Retain and create jobs
 - iv. Recruit new business to the area
 - v. Community growth and sustainability
 - vi. Promote downtown and fill empty spaces/buildings
 - vii. Care about the community and wish to contribute to making it a healthy community
 - viii. Create a vibrant downtown
 - ix. Tap into our untapped resources
 - x. Concerned about the use of downtown and would like to see more retail there
 - xi. Help Caro grow
 - xii. Remind people that it's not just about downtown ... it's about collaboration from the community ... we all want to survive and thrive
 - xiii. Invested interest as a business owner and resident

4. Elections of Officers

- a. Don Beaver nominated Jim McLoskey for the position of Chairman, seconded by Louise Hodges, discussion ensued.
- b. Question was raised as to the role of the Chairman, Vice Chairman and Secretary.
- c. The Chairman and Vice Chairman are more ceremonial roles with most of the 'busy' work being done by the Blueprint Facilitator and Secretary.
- d. Jim McLoskey motioned to appoint Mike Henry as the Chairman and Kris McArdle as the Secretary, seconded by Janice Schrader, nominations accepted by individuals and motion was passed by all present.
- e. Mike Henry motioned to appoint Rick Lipan as the Vice Chairman, which he accepted, seconded by Jim McLoskey, and it was accepted by all present.

5. Purpose

- a. Kris McArdle introduced the following proposed mission statement for the Board:
 - i. The Caro Blueprint Advisory Facilitation Board is a collaboration of a diverse group of business owners, property owners, local officials, and individuals dedicated to the revitalization and growth of Caro's downtown and surrounding area.
- b. Discussion took place as to whether or not to include the external businesses. It was agreed upon to simply add 'business' in between the words surrounding and area.
- c. Susan Rickwalt-Holder motioned to accept the proposed mission statement with the addition of the word 'business', Patty Volway seconded and it was accepted by all present.
- d. The final mission statement reads as follows:
 - i. The Caro Blueprint Advisory Facilitation Board is a collaboration of a diverse group of business owners, property owners, local officials, and individuals dedicated to the revitalization and growth of Caro's downtown and surrounding business area.

6. Expectations

- a. Individual expectations were included with the intentions as listed above.
- b. Kris McArdle asked for honesty, fairness, open-mindedness, constructive input, positive collaboration and respect for each other.
- c. Mike Henry asked that in all we do we keep in mind to look at what's best for the community as a whole versus one individual or business owner.

7. Meeting Schedule

- a. Discussion and comparison of available meeting days and times took place.
- b. Mike Henry motioned to hold monthly meetings on the 2nd Wednesday of the month at 7 p.m. at the Village of Caro Municipal Building, Susan Rickwalt-Holder seconded, and it was accepted by all present.

8. **Blueprint Report**
 - a. Kris McArdle reviewed the key pages of focus from the Caro Blueprint Report, which included:
 - i. Downtown Caro Today – SWOT (page 5)
 - ii. Downtown Caro Tomorrow (page 17)
 - iii. Course of Action (page 41 – recommendations)
 - iv. Partnership for Success (page 59)
 - v. Implementation Sequence (page 64)
 - b. These are the key pages we'll be working with to formulate a strategic/tactical plan, starting with defining our priorities from the proposed recommendations.
 - c. Kris McArdle to deliver copies of the above pages to Jim McLoskey and Louise Hodges.

9. **Priorities**
 - a. Our initial step will be to develop a list of priorities and assign individuals to lead the action.

10. **Next Step**
 - a. The 'homework' presented for the next meeting on Wednesday, Nov. 12 includes:
 - i. Review the key pages from the Blueprint as noted above
 1. Tom Striffler suggested it might be best if you start with the Implementation Sequence (pg. 64) and work backwards from there.
 - ii. Compile your thoughts regarding prioritizing the recommendations
 - iii. Consider our strengths, weaknesses, opportunities and threats (SWOT) as you review the information
 1. Don Beaver will share a strategic analysis that was previously done for Caro twice before.

11. **Miscellaneous**
 - a. Brief discussion regarding grants took place.
 - i. Grants may be able to be used for some of the projects as recommended but each grant has its own requirements and legalities.
 - ii. The Blueprint project will allow us to move up on the list when applying for grants.
 - iii. Don Beaver will assist with finding grants and will see if Kent from MSHDA can also be of assistance.
 - b. Benchmarking was also spoken of.
 - i. The numbers to use as are included in the Blueprint report.

12. **Adjournment**
 - a. Jim McLoskey motioned to adjourn the meeting, seconded by Tom Striffler, and accepted my all present.
 - b. Meeting adjourned at 1:15 p.m.

13. **Next meeting: Wednesday, Nov. 12, 2008 at 7 p.m. at the Caro Municipal Building**