



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 • November 12, 2008

1. Meeting called to order at 7:00 p.m.
2. Roll Call/Attendees:

Attendance	Name	Position	Term
<input type="checkbox"/> Absent	Mike Bauerschmidt	Member	Concurrent w/Position
<input checked="" type="checkbox"/> Present	Don Beavers	Member	Concurrent w/Position
<input checked="" type="checkbox"/> Present	Angie Farris	Member	Exp 10/09
<input checked="" type="checkbox"/> Present	Mike Henry	Chairman	Concurrent w/Position
<input type="checkbox"/> 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
<input type="checkbox"/> 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

3. Approval of Meeting Minutes:

- a. Jim McLoskey motioned to approve the meeting minutes from October 15, 2008, as presented by Secretary Kris McArdle, seconded by Tom Striffler, and approved by all present. No objections were made.

4. Marketing/Communications Update:

- a. Secretary Kris McArdle provided copies of recent marketing and communications done on behalf of the project, and included:
 - i. A press release submitted to the *Tuscola County Advertiser* on Nov. 3, 2008, announcing Board members and meeting schedule. No press coverage was provided as of time of meeting.
 - ii. McArdle also worked with Village Clerk Karen Snider to update the Blueprint information on the Web site, which was shared with the Board.

5. Old Business:

a. Board Member Term Limits

- i. At the initial meeting, term limits for Board members were overlooked. According to the presentation made to the Caro Downtown Development Authority (DDA), the following term limits were approved by the DDA:

Name	Term
Mike Bauerschmidt	Concurrent w/Position
Don Beavers	Concurrent w/Position
Angie Farris	One Year
Mike Henry	Concurrent w/Position
Louise Hodges	Two Year
Rick Lipan	One Year
Kris McArdle	Concurrent w/Contract
Jim McLoskey	Two Year
Bob Moore	Two Year
Susan Rickwalt-Holder	Two Year
Janice Schrader	One Year
Tom Striffler	Concurrent w/Position
Ed Volway	Two Year
Patty Volway	One Year

- ii. Per Susan Rickwalt-Holder’s request, the expirations of these terms will be included in the monthly minutes under Roll Call/Attendees.

b. Expectations and Teamwork

- i. Continuing on from the discussion at the initial meeting regarding expectations and teamwork, Secretary Kris McArdle presented a handout entitled ‘Blueprint for Trust’ as an informational piece for Board members.

6. New Business:

- a. Discussed the homework assignment of reviewing the key pages in the Downtown Blueprint Report.
- b. To assist with the flow of discussion, Secretary Kris McArdle presented a number of spreadsheet handouts, including: Caro Community Forum Session Report, Caro Blueprint – Year 1 Implementation Sequence, Caro Blueprint – Recommended Course of Action Items, Caro Blueprint SWOT and Blueprint Tactical Plan.
- c. The core of the discussion focused on the Community Forum Session Report and Year 1 Implementation Sequence. Both spreadsheets will be updated per the discussion and included with minutes.
- d. Additional topics of discussion not completely included in the updates are as follows:
 - i. Young Adult Focus Group
 - 1. Tom Striffler shared that he had initiated a focus-like group meeting with young adults between the ages of 21 and 35 years old.

2. The meeting was held at The Brickhouse Grill and he was very pleased with the turnout.
 3. It was a dynamic group which provided a diverse mix of good input, including many of them supporting the recommendations as presented in the Downtown Blueprint report.
 4. The group will meet again in January.
- ii. Downtown Business Hours
1. A few owners are starting to offer later hours.
 2. The key to success is to be sure to offer the hours the consumers need and to be consistent in doing so.
- iii. Village Triangle
1. One of HyettPalma's recommendations was to improve the use of the triangle at Frank/State/Almer streets.
 2. Per Tom Striffler, the Village is open to suggestions and Charlie S has a rendering that depicts an idea.
 3. Everyone agreed to the value of having a key/central identifier for the Village.
 4. Striffler suggested forming a committee to develop some ideas and guidelines, which would be presented to the Village. Though the key aspect to remember is that this is not to be used as a community bulletin board. It needs to be professional, appropriate and visually appealing. Striffler also suggested contacting the Thumb Area Center for the Arts (TATC) to invite them to participate on the committee.
 5. Janice Schrader is very interested in helping the Village move forward with this project.
- iv. Downtown Housing
1. Patty Volway addressed her concerns for the percentage of low- to moderate-housing in downtown and the importance of increasing this number if we truly wish to succeed in our improvements.
 2. The question then is 'how do we encourage a better and more diverse mix of residents downtown'?
 3. Volway also asked if there were any grants or funding sources for owner-occupied housing. Jim McLoskey presented a number of names and will work with her in bringing these resources together for those individuals.
 4. This is a task in the Tactical Action Plan and Volway has volunteered to be the Project Leader.
- v. Restaurants Downtown
1. With respect to increasing the restaurant venues downtown, the question was asked: 'What does it take to get a liquor license?'
 - a. Two aspects were discussed:
 - i. Adopting local standards for government support.
 - ii. Creating a policy for approval, this would be handled by the Village.

7. Next Step/Homework:

- a. Assignment #1
 - i. Take the tasks you've volunteered to be Project Leader on and prioritize them.
- b. Assignment #2
 - i. Look at the additional task and prioritize them.
- c. Assignment #3
 - i. Review the list in the Blueprint report that highlights businesses we're missing in downtown and prepare thoughts for how we can bring those businesses here.
- d. Assignment #4
 - i. Continue thinking about our SWOT (strengths, weaknesses, opportunities, and threats).
 - ii. Look at this from a marketing standpoint ... what are the strengths we need to highlight and what are the negatives we need to turn into positives.

8. Adjournment:

- a. Patty Volway motioned to adjourn the meeting, seconded by Susan Rickwalt-Holder, and accepted my all present. No objectives were made.
- b. Meeting adjourned at 9:30 p.m.

9. Next meeting:

- a. Wednesday, December 10, 2008 at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle