



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 • February 10, 2010

1. Meeting called to order at 7:05 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
Absent	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
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. Don Beavers motioned to approve the meeting minutes from January 13, 2010, as presented, seconded by Rick Lipan, and approved by all present. No objections were made.

4. Public Comments

- a. None

5. Facilitator/Secretary Update

- a. Secretary Kris McArdle pointed out that the next Blueprint meeting was March 10 not April 14 as indicated on the agenda.
- b. Technical Services Press Release
 - i. The press release has evolved into more of an article and it's being prepared for local distribution.
- c. Miscellaneous
 - i. Another round of the FastTrac® NewVenture™ business planning program is coming to the Thumb Area. An informational flyer was shared.

6. Old Business

- a. Caro Main Street Future
 - i. Secretary Kris McArdle shared the follow-up informational packet that was presented to the Caro DDA earlier today to address their concerns and questions from January's presentation.
 - ii. The DDA discussed the Michigan Main Street program in more depth; especially, concerning a fear of change and fear of mandates. Though, some were encouraging of the need to move forward progressively. In the end, Rick Lipan motioned to move forward with submitting Caro's letter of interest in participating in the Associate Level of the Michigan Main Street program, and it was approved by the DDA Board.
 1. McArdle will prepare and submit the letter of interest by March 1.
 2. Lipan will be listed as their primary contact and McArdle as the secondary.
 - iii. The question for us now becomes, 'Where do we go from here?'
 1. Discussion ensued about where the Blueprint Committee would go from here. The Blueprint is a 5-year commitment to the state. The idea would be to merge the two together. So, we'd work on moving us toward a Main Street community while continuing to fulfill the reporting requirements of the Blueprint project. Basically, we're simply going to the next level. With that in mind, it's time we look at clearly defining the direction and purpose of this.
 2. The following was presented as homework (as summarized in a follow-up e-mail after the meeting to Board members):
 - a. Think about your vision for the committee ... where do you see the committee going and what is it you see us accomplishing
 - b. Review current B-1 zoning and appropriate ordinances (see B-1 Community Business District: <http://www.carocity.net/pdf/zoning/article-10.pdf> and Caro Zoning Ordinances: <http://www.carocity.net/zoning-ordinance.php>)
 - c. Think how we can take the existing tasks on our Tactical Action Plan and apply them to one of the 4-point approaches

- d. What is the 4-Point Approach™ ? The 4-Point Approach™ of the Michigan Main Street Program refers to proven techniques for community revitalization. These techniques include Design, Economic Restructuring, Promotion, and Organization, all working together with community collaborations and partnerships.
- i. DESIGN means capitalizing on the assets of the downtown's physical environment, such as historic buildings, and creating an inviting atmosphere through renovation and perhaps new construction, all the while developing sensitive design management systems and long-term planning for sustainability.
 - ii. ECONOMIC RESTRUCTURING means strengthening a community's existing economic base by helping existing businesses and recruiting new ones, thereby converting unused space into productive property.
 - iii. PROMOTION is the effort to market the downtown's unique characteristics to residents, visitors, investors and business owners through advertising, retail activities, events, and marketing campaigns.
 - iv. ORGANIZATION refers to the effort to involve all the downtown's stakeholders to work toward a common goal, and driving a volunteer-based Main Street Program under the direction of a governing board, standing committees, and the guidance of a paid program director.

b. Homework Assignment –Code of Ordinances

- i. A storyboard exercise was prepared and performed to prioritize the suggested design guidelines as presented by Board members.
- ii. The #1 item was determined to be 'Review Current B-1 Zoning' and ordinances that relate to B-1 Zoning. Further work on this item was included in the homework assignment as described above.
- iii. The next two highest rated included: review existing ordinances and guideline for buildings.
- iv. Another question was proposed during this exercise – what is your top priority for improvement? – feedback included:
 1. Develop a vibrant downtown with a sense of community
 2. Develop a downtown to be truly a great place to work, shop and play
 3. Community involvement
 4. Collaboration among downtown businesses
 5. Recruitment and retention
 6. Developing a brand for Caro
 7. Developing a central resource center

c. Tactical Action Plan Highlights

- i. The tasks were not individually reviewed at the meeting. It was included in the homework assignment for next month to review the tasks and think how they could be applied to the 4-point approach. See complete description above in homework assignment overview.

7. Caro Area Update

a. Downtown/DDA

- i. Approved new hanging flower baskets for the downtown lamppost.

b. City

- i. Tom Striffler shared the State has designated Caro as a Core Community. Since this is recent news no details or further information was available at the time of the meeting.

c. Chamber

- i. This month's After Hours to be held at Pat Curtis.
- ii. Citizen of the Year banquet is February 27.
- iii. Cars & Crafts planning will be starting soon.

d. County – Tuscola County Economic Development Corporation (EDC)

- i. Absent.

8. New Business

- a. None

9. Announcements

- b. None

10. Adjournment

- a. Susan Rickwalt-Holder motioned to adjourn the meeting, seconded by Tom Striffler, and accepted by all present. No objectives were made.
- b. Meeting adjourned at 8:50 p.m.

12. Next meeting

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

Respectfully submitted by: Secretary, Kris C. McArdle