



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 • March 11, 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
<input checked="" type="checkbox"/> Present	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
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
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 presented minutes. No discussion took place.
  - b. Louise Hodges motioned to approve the meeting minutes from Feb. 11, 2009, as presented, seconded by Tom Striffler, and approved by all present. No objections were made.
4. Public Comments
  - a. None
5. Marketing/Communications Update
  - a. Secretary Kris McArdle provided an update on marketing and communications, including the turn out for the Caro 150 event went well and many local businesses saw a positive economic impact from 10% to 40%.

## 6. Caro Area Update

### a. Community

- i. Secretary Kris McArdle introduced two new statewide initiatives and distributed information about both programs:
  1. MI-SBTDC's FastTrac<sup>®</sup> NewVenture<sup>™</sup> program is targeted at helping dislocated workers explore their business idea and walk them through an 8-week program targeted at building their skill set and developing their business plan.
  2. The State of Michigan launched a new Web site called Michigan Business One Stop. It's a comprehensive Web site targeted at helping: entrepreneurs start businesses, business owners expand their business and consumers find businesses. McArdle recommends everyone makes sure to add their business into the business directory.
- ii. McArdle also introduce a new level to the Thumb Area Tourism Council's Web site that allows members to simply hyperlink to their site for a low rate of \$65/year.

### b. Downtown/DDA

- i. Reported by Chairman Mike Henry.
- ii. Continuing to move forward with the parking lot project. The DDA approved the Tuscola County EDC to administer the funds.

### c. Village

- i. Reported by Don Beavers.
- ii. Beavers provided an update on the move of the Burnside light to Sherman Street.
- iii. Top concern is the potential loss of parking spots along State Street of up to 23.
- iv. Tom Striffler asked Beavers if he could ask other Blueprint towns if they have run into this similar situation and how they overcame it. The struggle is that we're trying to move forward in a positive direction with the Blueprint program, yet this lost of parking spots could create an economic hardship for some the immediate businesses where the spots are removed.
- v. The other factor involved with this move is that it collaborates with the 'Safe Route for Schools' program.
- vi. An option of purchasing more space for increasing park spots throughout downtown was also discussed.
- vii. It was agreed that more discussion needs to take place before a final decision can be made.

- d. Chamber
  - i. Susan Rickwalt-Holder announced they are getting closer to having a community-wide calendar of events, which they are working on in collaboration with the Village and other community organizations.
  - ii. The Chamber is also working on their 2009 calendar of events brochure and the first summer event – Cars, Crafts & Bikes.
  - iii. The Farmers’ Market is looking at moving the Court House lawn.
- e. County – Tuscola County Economic Development Corporation (EDC)
  - i. Jim McLoskey and Don Beavers recently had the opportunity to speak with a business that is looking to set up shop in Caro, which could bring in about 40 workers.
  - ii. They are also working with other local entities to create a services directory for the area.

## 7. Old Business

- a. Michigan Main Street Program Presentation
  - i. Representatives from the state are coming to Caro in May to present their program to the DDA and other interested parties.
- b. Reviewed Tactical Plan with Project Leaders providing updates.
  - i. Key highlights include:
    - 1. Develop a community brochure – the Village and Chamber are collaborating on this.
    - 2. Institute a fine ... improper use of trash bins – the Village has an ordinance and signage is in process.
    - 3. Moving of the light at Burnside – discussion still taking place; especially, with the increase in loss of parking on State Street.
    - 4. Enhance remaining parking lots – final logistics of grant being ironed out and project continues to move forward.
- c. Homework Assignments
  - i. Since limited feedback has been provided on some of the homework assignments, including: ranking task & priorities, Caro Area Business Directory and the business surveys, it will all be assigned once again as homework
    - 1. Secretary Kris McArdle will send out an e-mail with the details and appropriate files attached.
  - ii. Caro Area Business Directory
    - 1. Secretary Kris McArdle shared how this type of information could be useful to other organizations; such as, HDC. McArdle received a call from Joyce Denison-Smith asking for the number of new businesses that opened in Caro in 2008.
  - iii. Grants & Funding Resource Directory
    - 1. Secretary Kris McArdle received information from Don Beavers and believes his files will serve to effectively track our grant requests and grants awarded to us.

- d. Business Surveys
  - i. These still need work and the determination as to who will use them and how they will be used.
- e. Task Priority Worksheet
  - i. Secretary Kris McArdle received 8 out of 14 worksheets back, plus 1 at meeting.
- f. Discuss missing businesses as indicated in Blueprint Report and discuss possible action plan
  - i. This item will be combined with Task #1 – Develop and attract new businesses.

**9. New Business**

- a. None

**10. Adjournment**

- a. Secretary Kris McArdle motioned to adjourn the meeting, seconded by Louise Hodges, and accepted my all present. No objectives were made.
- b. Meeting adjourned at 8:50 p.m.

**11. Next meeting**

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

Respectfully submitted by: Secretary, Kris C. McArdle