



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 • April 14, 2010

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
<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
<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
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 March 10, 2010 with the edit of changing Patty Lipan to Patty Volway in 3.b., seconded by Ed Volway, and approved by all present. No objections were made.

4. Public Comments

- a. None

5. Facilitator/Secretary Update

- a. Caro Blueprint to Main Street Facebook Page
 - i. Secretary Kris McArdle shared a print out of the Facebook page that was created to help support the Caro Blueprint to Main Street movement.
 - ii. This is a forum for us to attract and communicate with area volunteers and supporters.
- b. DDA Meeting
 - i. Shared Sara Dost's attendance at the Caro DDA meeting and her best quote: "You're the Downtown Development Authority, develop your downtown."
- c. Don Beavers
 - i. Thanked Don for all of his support and assistance with the Caro Blueprint and Main Street efforts.
 - ii. Encouraged him to remain involved with the Blueprint group as a community supporter.
- d. Don Beavers
 - i. Reminder members that Board packets will no longer be delivered to non-attendees. They will still get the electronic information but not the full packet unless in attendance.

6. Old Business

- a. Caro Main Street Future
 - i. Secretary Kris McArdle shared the Town Hall meeting has been confirmed for Tuesday, May 18, 2010, at P.J. O'Brien's Catering.
 - ii. McArdle also shared marketing efforts with the Board; including flyers, postcards and Facebook info.
 - iii. McArdle will contact Amy Joles at the Tuscola County Advertiser to see if a story can be done on the Town Hall meeting.
 - iv. Reviewed the PowerPoint presentation to be shared at Town Hall meeting.
 - v. Susan Rickwalt-Holder will have the Chamber distribute the postcard electronically to members.
 - vi. Spoke of possibly adding a little fun to the event by dressing up as a Caro cheerleader. McArdle will contact high school to see if a uniform is available.
 - vii. Also discussed having a logo contest once we move forward more clearly with the Main Street approach. The idea was well received.
 - viii. Refreshments and beverages to be served at Town Hall meeting. Donations of items would be greatly appreciated.
 - ix. Majority of the rest of the meeting was focused on walking through the Michigan Main Street application. Most of the information was compiled and any missing data was assigned to an individual to locate and return to McArdle.
 - x. Completed application and copies are to be to the MSHDA office by May 7, 2010.

- b. Homework Assignment –Code of Ordinances
 - i. Tabled.
- c. Tactical Action Plan Highlights
 - i. The tactical plan was re-configured and an updated description of the 4-point approach was added.
 - ii. Since our focus of the meeting was on the application, review of the tactical plan was tabled for this meeting.

7. Caro Area Update

- a. Downtown/DDA
 - i. Seasonal help was approved.
 - ii. Some of the new street lights are flicker due to equipment malfunction. They will be repaired shortly.
 - iii. New and improved flower pots have been ordered.
- b. City
 - i. New City Manger, Brent Morgan, is scheduled to start early May.
 - ii. Sidewalk maintenance starting soon.
- c. Chamber
 - i. April's After Hours is on the 22nd.
 - ii. June 4 and 5 is Cars and Crafts.
 - iii. June 12 is the first Home & Business Expo.
- d. County – Tuscola County Economic Development Corporation (EDC)
 - i. No report – had to leave early.

8. New Business

- a. None

9. Announcements

- b. No May meeting due to the Town Hall meeting.

10. Adjournment

- a. Susan Rickwalt-Holder motioned to adjourn the meeting, seconded by Mike Henry, and accepted by all present. No objectives were made.
- b. Meeting adjourned at 9:00 p.m.

12. Next meeting

- a. Wednesday, June 9, 2010, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle