



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 • June 9, 2010

1. Meeting called to order at 7:02 p.m.
2. Roll Call/Attendees

Attendance	Name	Position	Term
Absent	Mike Bauerschmidt	<i>Removed 6/9/10 Due to Inactivity with the Board</i>	
<input checked="" type="checkbox"/> Present	Brent Morgan	Member	Concurrent w/Position
Absent	Angie Farris	<i>Removed 6/9/10 Due to Inactivity with the Board</i>	
<input checked="" type="checkbox"/> Present	Mike Henry	Chairman	Concurrent w/Position
Absent	Louise Hodges	<i>Removed 6/9/10 Due to Inactivity with the Board</i>	
Absent	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	<i>Removed 6/9/10 Due to Inactivity with the Board</i>	
<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. Jim McLoskey motioned to approve the meeting minutes from April 14, 2010, as presented, seconded by Patty 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 she continues to post updates and messages on the page.
 - ii. Encouraged members to join the group and invite their Caro family and friends.
- b. TRAVELHOST Publication
 - i. McArdle shared news of the dissolution of the publication.
- c. Outdoor Family Movie Night
 - i. McArdle shared the news that Caro DDA approved the use of the grassy area downtown for an Outdoor Family Movie Night in June, July and August.
 - ii. The event is being brought to us by Majestic Sky Link and Caro Parks & Recreation.
- d. Best Practices + Investment = Downtown Success
 - i. McArdle shared a great article from the May 2010 *Planning & Zoning News* regarding using best practices from other communities to ensure you see the same results and downtown success as they have.

6. Old Business

- a. Caro Blueprint to Main Street
 - i. Town Hall Meeting
 - 1. Secretary Kris McArdle shared the event went better than expected with 25 in attendance, which include a good mix from the community.
 - 2. McArdle thanked all those who attended; especially, Patty and Ed Volway for their support in setting things up, Pete O'Brien for the use of his building, the Caro Chamber for helping to spread the word of the meeting, and to Thumb Meat Market and State Farm Insurance for their donations to the guest speaker's thank you basket.
 - 3. A copy of the meeting minutes were e-mailed out to all attendees and included in the Board packet for today's meeting. Non-Blueprint attendees were also added to the Blueprint e-mail group.
 - ii. Michigan Main Street Application
 - 1. Application to join the Michigan Main Street (MMS) Associate Level program has been submitted.
 - 2. Per the MMS office, word of selected communities will come in mid-June.
 - iii. Marketing Efforts
 - 1. Follow up e-mails and Town Hall meeting minutes have been sent out to the attendees.
 - 2. If selected, a press release will be sent out at the appropriate time.
 - 3. McArdle will also use the Facebook page and the Friends of Downtown Caro Facebook to further inform the community of our activities and to recruit new volunteers.

4. Another source referenced for recruiting volunteers was the Thumb Volunteer Alliance. McArdle will get info posted after our initial orientation into the MMS program.

iv. Next Steps

1. Susan Rickwalt-Holder asked if we will receive notice of required trainings in advance. Kris McArdle to follow up on that.
2. The Board agreed to clean up Board membership and remove those who have not been actively participating in the meetings, including: Mike Bauerschmidt, Angie Farris, Louise Hodges and Bob Moore.
3. Once we have a better understanding of the program, we'll need to start recruiting volunteers.
4. The need to recruit active, passionate volunteers was discussed in length.
 - a. A suggestion was made to create a 4 – 5 question survey that could be given out during the Caro Farmers Market and/or Music in the Park.
 - b. Tom Striffler and Mike Henry once again stressed the importance of finding out what they're interests/passions are to match them with the right committee.
 - c. Kris McArdle stated that this will also be part of our Associate Level training ... how to recruit and maintain great volunteers.
 - d. It was also suggested we need to find a way to tap into the younger generation/professionals.
 - e. An aspect to doing a survey is to tell the folks why you're doing this and address what are intention is to do with the info collected.
 - f. Some proposed questions included:
 - i. Why do you like to come downtown?
 - ii. What improvements would you like to see?
 - iii. Would you be interested in helping with these improvements and other community activities?
 - g. Patty Volway asked if this survey could be put into the City Newsletter.
 - h. Susan Rickwalt-Holder and Volway both stated they'd help with getting the surveys out there (and returned).
 - i. Brent Morgan shared his thoughts on volunteers ... you need a catalyst to get things started and it's typically the community that steps up as volunteers not the business owners. You need to create a desire for folks to get involved ... something for them to be able to take ownership of.

b. Homework Assignment –Code of Ordinances

- i. Continues to be tabled and on hold.

- c. Tactical Action Plan Highlights
 - i. After Brent Morgan's comment about the need for a catalyst to inspire new volunteers to come on board, the topic of discussion revolved around working on the task to make improvements to the triangle at Frank/State/Almer streets.
 - 1. The group was in agreement to move this forward.
 - 2. Patty Volway and Susan Rickwalt-Holder will get a hold of the information originally presented to Janice Schrader and Charlie from the City.
 - 3. Once the information is gathering and the clock/project specifics are laid out a work plan will need to be created with concrete action steps and design visuals.
 - a. Volway said she follow up with Schrader to gather data and begin building work plan.
 - b. She also stated possibly trying for a community grant during their fall distribution period.
 - 4. Volunteers will need to be recruited to help with fundraising; especially, getting letters out and making community presentations.

7. Caro Area Update

- a. Downtown/DDA
 - i. The new LED lights have been fixed.
 - ii. New sound system has been approved by the DDA.
 - iii. Rowe Engineering has been hired to do the fundamental work to create shelf-ready projects for the (1) parking lot behind Continental and by jail, (2) parking lot on north side, middle block and includes the option of removing existing TBHS building, and (3) signage for way finding and parking.
- b. City
 - i. Recommendations from the Parking Lot Committee for lot improvements/management are still in the Policy Committee's hand. Much discussion took place over this issue including the concern for enforcement and changes to recommendation considering the spots privately owned. This will remain as a task until complete.
- c. Chamber
 - i. Farmers Market is going well.
 - ii. Cars & Crafts was a success.
 - iii. 1st Home & Business Expo coming to Caro June 12
- d. County – Tuscola County Economic Development Corporation (EDC)
 - i. No report – had to leave early.

8. New Business

- a. None

9. Announcements

- b. Susan Rickwalt-Holder shared Tuscola Behavioral Health Systems is looking for employees. Interested folks can find more info and an application at their Web site.

10. Adjournment

- a. Patty Volway motioned to adjourn the meeting, seconded by Ed Volway, and accepted by all present. No objectives were made.
- b. Meeting adjourned at 8:50 p.m.

12. Next meeting

- a. Wednesday, July 14, 2010, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle