



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 • July 14, 2010

1. Meeting called to order at 7:05 p.m.
2. Roll Call/Attendees

Attendance	Name	Position	Term
<input checked="" type="checkbox"/> Present	Brent Morgan, City Manager	Member	Concurrent w/Position
<input checked="" type="checkbox"/> Present	Mike Henry	Chairman	Concurrent w/Position
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
<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, City Mayor	Member	Concurrent w/Position
Resigned	Ed Volway	Resigned	June 2010
Resigned	Patty Volway	Resigned	June 2010
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 June 9, 2010, as presented, seconded by Tom Striffler, and approved by all present. No objections were made.

4. Public Comments

- a. None

5. Facilitator/Secretary Update

- a. Resignations
 - i. Secretary Kris McArdle received resignations from Ed & Patty Volway. Tom Striffler motion to accept resignations with regrets, seconded by Susan Rickwalt-Holder, and approved by all present.

- b. Board Members
 - i. McArdle shared the list of Board members has been updated to reflect the removal of non-attendees and recent resignations.
- c. Marketing of Caro Blueprint
 - i. A meeting announcement was posted on the City's LED sign this month.
 - ii. Tom Striffler indicated this is something that can be a recurring posting. McArdle to follow up with Sarah Jarvis at the City and also confirm the right time – 7 p.m. instead of 7:30 p.m. as was listed.
 - iii. McArdle continues to use the Caro Blueprint Facebook page to communicate info and recruit new folks.

6. Old Business

- a. Caro Blueprint to Main Street
 - i. MMS Orientation Webinar
 - 1. Tom Striffler and Kris McArdle participated in the Orientation Webinar.
 - 2. Brent Morgan tried to participant as well but due to technical difficulties was unable to connect.
 - 3. McArdle and Striffler shared an overview of the Webinar, which included:
 - a. The idea of participation in the Associate Level program is to gain an understanding of the four-point approach and to evaluate if it is right for our community.
 - b. They emphasized that they DO NOT want us to create the Board or the committees yet. If we determine this is a good fit for us then when we become a Select Level community they will help us to properly develop the Board and committees.
 - c. Our requirements for participation include:
 - i. At least one Caro representative must attend the four core trainings. Though they recommend we attend all eight sessions to learn best practices from the various Main Street Communities.
 - ii. We must submit our RSVP's by the deadline.
 - iii. We must submit a bi-annual report.
 - iv. We assume all expenses for our travel and meals related to the training sessions.
 - v. We must complete the Associate Level program before we can apply to be a Select community.
 - vi. Upon moving forward with the Select program, we will be required to host a community presentation.
 - d. At the Associate Level, we are not allowed to use or promote ourselves as a Michigan Main Street community. This can only be done once we're an approved Select community of the MMS program.

- ii. Program Agreement
 - 1. The agreement runs from Aug. 6, 2010, through March 4, 2011.
 - 2. Brent Morgan will work with the Council and DDA to get the agreement signed and returned by July 31, 2010.
 - 3. After the agreement, if we decide to continue at the Associate Level and not move forward as a Select community then a new resolution will have to be filed with the MMS office.
- iii. Next Step(s)
 - 1. Kris McArdle shared she will create a press release to announce our participation in the Michigan Main Street training program.
 - 2. Per Tom Striffler's suggestion, a mini-presentation (talking points) should be developed for Board members to use at their civic/social organization meetings.
 - 3. Striffler also suggested to the DDA and Blueprint Board that each member try to attend at least one of the training sessions.
- b. Homework Assignment –Code of Ordinances
 - i. Continues to be tabled and on hold; especially, since the City is working on adjusting the codes properly for a city versus a village. They have three years to finalize these adjustments after becoming a city.
- c. Tactical Action Plan Highlights
 - i. Tactical plan was not updated for this meeting as nothing has progressed.
 - ii. The clock tower project was the core item from the tactical plan that has been most talked about.
 - 1. Discussion took place if this is the best project for us. There might be a better project that attracts more passionate and dedicated folks from the community.
 - 2. It was suggested we add something to the survey to see what feedback we get from the community.
- d. Caro Area Survey
 - i. The initial draft presented by Kris McArdle was reviewed.
 - ii. Suggestions for changes/improvements were made.
 - iii. McArdle will tweak the survey to be ready for use at the Tuscola County Fair.
 - iv. Susan Rickwalt-Holder said she could print off surveys and have Chamber members working the fair booth hand them out.
 - v. McArdle will tabulate the results.

7. Caro Area Update

- a. Downtown/DDA
 - i. Upgrades to the sound system have been completed. The Chamber will work on tweaking the volume and genre of music; as well as, create some policies for use.
 - ii. They are moving forward with preparing the foundation for some shelf-ready projects.

- b. City
 - i. The Council approved the two-hour parking recommendation for State Street and some of the side streets.
 - ii. Brent Morgan will work with the DDA to develop a map of public parking. DDA will handle this expense.
 - iii. Hooper Street is under construction.
 - iv. Sidewalk project is complete.
- c. Chamber
 - i. As stated above, the Chamber is developing a policy for using the sound system downtown.
 - ii. Farmers Market continues to go well; except, there is some 'buzz' that the County is questioning the location on the Court House lawn.
- d. County – Tuscola County Economic Development Corporation (EDC)
 - i. Jim McLoskey reported Caro will be getting the energy efficiency money soon.
 - ii. He also reports new businesses downtown seem to be doing well.

8. New Business

- a. None

9. Announcements

- b. None

10. Adjournment

- a. Mike Henry motioned to adjourn the meeting, seconded by Susan Rickwalt-Holder, and accepted by all present. No objectives were made.
- b. Meeting adjourned at 8:45 p.m.

12. Next meeting

- a. Wednesday, August 11, 2010, at 7 p.m. at the Caro Municipal Building

Respectfully submitted by: Secretary, Kris C. McArdle