MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
May 17, 2016
8:30 A.M.

A regular meeting of the Muskegon Area Promise Zone Authority Board was held at the MAISD Educational Services Center, 630 Harvey Street, Muskegon, Michigan on Tuesday, May 17, 2016 at 8:30 a.m.

The following board members were present:
Mr. Steve Parker, Longview Management Consulting
Mr. Robert Jacobs, Community Shores Bank
Mr. Lee Coggins, Baker College
Mr. Gary Nelund, State Farm Insurance
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce
Dr. Dale Nesbary, Muskegon Community College
Ms. Laurel Zwit, Greenridge Realty
Dr. John Severson, MAISD Superintendent

The following board members were absent:
Mr. John Swanson, Swanson Pickle Co.
Ms. Holly Hughes, Community Member

Also present:
Mr. Randy Lindquist, MAISD Associate Superintendent
Ms. Kristin Tank, MAISD Public Information Officer

1. Call to Order

The meeting was called to order by Steve Parker at 8:30 a.m.

2. Approval of March 15, 2016 Minutes

Motion was made by Lee Coggin and supported by Gary Nelund to approve the minutes of the March 15, 2016 meeting. All Ayes (8) Nays (0) Motion carried. There was no meeting in April.

3. Work Plan Review & Update

Megan Byard discussed the status of the responses to the Student Eligibility letters. Of the 15 eligible students from Muskegon Public, three have accepted, with the possibility of two more. Holton Public Schools had ten students eligible, and nine have accepted. No students from Muskegon Heights met the eligibility requirements. However, of the 15 eligible students from Muskegon Public, three of them reside in Muskegon Heights. In total, 12 out of 25 new scholarships have accepted for enrollment in the Fall of 2016, and there are 11 returning for year two.

4. Membership Update

Megan indicated we have one remaining seat to be filled by the Senate Majority Leader. She indicated that the Department of Treasury has asked for a copy of our board roster and she will send it as soon as the one remaining vacancy is filled. In June 2016, terms will expire for Cindy

Larsen, Robert Jacobs, and Dale Nesbary, so these will need to be addressed at the June meeting.

It was recommended the board consider Chris Dean, Muskegon Heights Fire Chief, for election to the remaining vacancy that will need to be appointed by the senate majority leader.

5. Fundraising Update

Megan informed the Board that the Muskegon Rotary Club has chosen the Muskegon Area Promise as the community organization to partner with for the Grape Escape event on September 21. Muskegon Area Promise will be a recipient of some of the money raised during this event. Megan is asking that the entire board participate in some way with the silent auction and collecting donations.

The Promise is also the recipient of a community grant through the Rotary Club. Any dollars raised through Rotary are held in a mini foundation. With the Grape Escape event and the community grant, the Promise has a potential of receiving $30,000 from Rotary.

Kristin Tank is proposing to send a letter to all funders providing them with a one-page update of where the Promise dollars are being allocated.

Bob Jacobs also alerted the board to the Art Van Challenge. They choose 150 nonprofits and then donors are asked to go online and make a donation of their choice, and Art Van will match it. They interview potential nonprofits from May 18 to June 18. It might be too late for this year, but we should explore the opportunity perhaps next year and find out how to get our name on the list.

Megan indicated that Lisa Sabourin from the Employers Association is still working on the open challenge for donations. She is hoping to collect another $500,000.

6. Marketing/Communication Update

Megan shared a marketing piece that is two-fold (card). One side is Muskegon Opportunity information which includes pre-college options, early college, etc., and the other is Muskegon Area Promise message.

Kristin Tank provided a spreadsheet on how much we have spent so far on marketing and the various events/places where we have provided marketing and presentations. She shared a sample of the new sign available to realtors. We have purchased 100 of these signs to distribute free of charge to realtors. After the 100, realtors will be asked to purchase their own ($7.20 for single sided sign; $9.20 for two-sided sign). Realtors should contact Megan to order the signs.

Kristin indicated she is working on a marketing video to have ready this fall. She and Megan will be preparing a kit for each district to also have ready in the fall. She also indicated the web page has been updated including the addition of the amended development plan, press releases and toolkits.

John Severson indicated districts are all over the board as to how they are promoting the Promise. He suggested perhaps putting together some best practices in order to assist them in a consistent marketing message.

7. Student Eligibility, Terms or Appeals

Megan will be attending the senior award presentations at Holton and Muskegon Public, and each Promise student will be presented with a yard sign that reads "A Muskegon Area Promise Scholar Lives Here."

West Michigan Christian has asked for further clarification on the eligibility of exchange students if they obtain an extended visa. Randy Lindquist indicated they would not meet the eligibility criteria and would not qualify.

8. Budget Update

Mike Schluentz was absent from the meeting but provided a cash flow handout.

9. Other

Steve Parker indicated he was contacted by Chuck Wilbur about the possibility of forming a promise zone association in order to protect our interests in Lansing. The lobbying group would be formed under MCAN. He indicated a decision is needed by mid-June to make sure it is in place if we decide to move forward with one. The cost is 5% of our tax capture or a maximum of $10,000. The board members were asked to give this some thought for further discussion at the June meeting.

10. Next Meeting Date – June 21, 2016 – 8:30 a.m.

There being no further business, it was moved by Lee Coggin and supported by Gary Nelund to adjourn the meeting at 9:40 a.m.

Respectfully submitted,

/Barbara A. Irey/

Barbara A. Irey, Recorder