MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
December 10, 2014 – (Reschedule of the 11/18/14 Meeting)
10:00 A.M.

A regular (rescheduled) meeting of the Muskegon Area Promise Zone Authority Board was held at the MAISD Educational Services Center, 630 Harvey Street, Muskegon, Michigan on Wednesday, December 10, 2014 at 10:00 a.m.

The following board members were present:
Mr. Steve Parker, Longview Management Consulting
Mr. Lee Coggin, Baker College
Mr. John Severson, MAISD

The following board members were absent:
Ms. Chris McGuigan, Community Foundation for Muskegon County
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce
Ms. Holly Hughes, Community Member
Mr. Gary Nelund, State Farm Insurance
Mr. Robert Jacobs, Community Shores Bank
Mr. Dale Nesbary, Muskegon Community College

Also present:
Mike Schluentz, MAISD Associate Superintendent
Randy Lindquist, MAISD Associate Superintendent
Megan Byard, College Access Specialist

1. Call to Order

The meeting was called to order by Chairman Steve Parker at 10:09 a.m.

2. Approval of the September 16, 2014 Minutes

It was moved by Lee Coggin and supported by John Severson to approve the minutes from the September 16, 2014 meeting. Motion carried.

3. Fundraising Update

An initial idea for a grass roots funding effort is to connect with alumni from all districts. Steve Parker indicated he spoke to the county Superintendents Association on Monday and discussed the grass roots efforts. One concern from the superintendent's group was the GPA requirement to qualify for the scholarship (seems inclusive, exclusionary, etc.). There was discussion among the group about the GPA filter, but that message needs to be clear. Steve also suggested obtaining contact lists from select community organizations in order to spread the word to as many potential donors as possible. Steve discussed the value of referring to the initiative as the "Muskegon Area Promise Zone."

Steve Parker set up a subcommittee consisting of him, Kristin Tank, and Megan Byard to contact all superintendents, to craft the message and form an initial campaign to get the crowdfunding going.

4. New Business - None

5. Next Steps

Steve Parker indicated he would get together with Kristin Tank and Megan Byard to get started on crafting the message to superintendents. They will then focus on getting the message out to local charter and private districts.

Steve indicated we should consider targeting the fall of 2015 to begin awarding scholarships. The amount of money that is necessary to accomplish that for the first year is $492,000.

Randy Lindquist suggested to attempt to raise the necessary first year funds, then really kick-off the major fundraising, to show it going to the next level. He thought an ideal time would be the annual kick-off event in August with school administrators.

Randy would also like be able to provide an update to the superintendents group again at their January 12 meeting, which would allow them to begin to target other groups. This could become a monthly update for that group as well.

Lee Coggin stressed the importance of the message including an explanation of the tax capture in that after the six years of fundraising, the SEV tax capture takes over and it becomes self-funded. It will be important that people understand that.

Megan Byard indicated that MCAN Promise Zone grant dollars could become available once we get the active scholarship plan going.

6. Other - None

7. Next Meeting Date – January 20, 2015

January 20 will not work for a number of board members. Barb Irey will reschedule it and notify board members.

There being no further business, the meeting was adjourned at 11:04 a.m.

Respectfully submitted,

/Barbara A. Irey/

Barbara A. Irey, Recorder