

**MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
February 14, 2023
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, February 14, 2023 at 8:00 a.m. at the Muskegon Area ISD.

The following board members were present:

Mr. Steve Parker, Longview Management Consulting
Mr. Randy Lindquist, MAISD Superintendent
Dr. Aaron Maike, Baker College of Muskegon
Mr. Gary Nelund, State Farm Insurance
Mr. Keith Guy, Muskegon Public Schools
Ms. Holly Hughes, Community Representative
Ms. Laurel Zwit, Greenridge Realty

The following board members were absent:

Mr. John Swanson, Swanson Pickle Co.
Dr. John Selmon, Muskegon Community College
Mr. Christopher Dean, Muskegon Heights Fire Department
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce

Also present: Ms. Megan Byard Karaba, PZA Coordinator
Mr. Jesse Rickard, MAISD Director of Finance

Guests: Ms. Jodi Zerlaut, Muskegon Community College
Christopher VanOosterhout – Homeschool Parent

1. Call to Order

Steve Parker called the meeting to order at 8:00 a.m.

2. Public Participation – Mr. Christopher VanOosterhout addressed the board as a homeschool parent and thanked them for their consideration of homeschool student eligibility.

3. Approval of Agenda and Minutes

It was moved by Holly Hughes and supported by Aaron Maike to approve the agenda as presented and the minutes of the January 10, 2023 meeting. All Ayes (7) Nays (0) Motion carried.

4. Budget Update

- Introduction of Jesse Rickard – Mr. Lindquist introduced Jesse Rickard to the Board.
- YTD Financials – Mr. Rickard shared the balance sheet as of January 30, 2023, the Profit and Loss Statement, Choice One Bank statement, the Community Foundation statement, and the MUNIS statement.

5. Membership Update – No Report

6. Student Eligibility, Terms & Appeals

- 2023 Cohort Summary – February Estimate – Ms. Byard Karaba shared the 2023 Cohort Summary.
- Expansion Recommendations – Ms. Byard Karaba shared the expansion recommendations that include the following recommended eligibility requirements:
 - High school GPA of 3.25 or ranked in the top 30% of their graduating class
 - Predetermined CTC eligibility
 - Predetermined homeschool eligibility
 - Predetermined career paths requiring more than 62 credits
 - Accept their award after July 1 annually
 - A part-time Youth Impact Advisor

Also included in the expansion would be to continue with a part-time Youth Impact Advisor. The potential number of students that would be impacted by the expansion is 885, with the annual cost implementing all growth at \$3.6 million.

It was moved by Randy Lindquist and supported by Holly Hughes to approve the expansion recommendations as presented. All Ayes (7) Nays (0) Motion carried.

Ms. Byard Karaba will now provide a summary and amendment to Treasury for final approval of the board's recommendation. No action will be taken until final approval is received from Treasury.

7. Student Success & Other Business – No Report

8. Marketing/Communication Update

- Donor Letter – February Mailing – Ms. Byard Karaba indicated that the donor letter is ready and will be mailed soon.
- Progressing the Promise – Social Media Campaign – Ms. Byard Karaba shared samples of the social media posts that have started and will be posted each Wednesday.
- Progressing the Promise – Web-based Story Site – Ms. Byard Karaba indicated that the micro site is still being worked on to ensure ADA compliance.
- Board Member Video Requests – Ms. Byard Karaba asked board members if they might be interested in a testimonial video for social media sometime in the future.

9. Fundraising Update – No Report

10. Other – None

11. Next Meeting Date

- March 14, 2023 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:09 a.m.

Respectfully submitted,

/Barbara Ireys/

Barbara Ireys, Recorder