

**MINUTES  
REGULAR MEETING  
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD  
January 9, 2024  
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, January 24, 2024 at 8:00 a.m. at the Muskegon Area ISD, 630 Harvey Street, Muskegon.

The following board members were present:

Mr. Randy Lindquist, MAISD Superintendent  
Mr. Steve Parker, Longview Management Consulting  
Dr. Aaron Maike, Baker College of Muskegon  
Ms. Holly Hughes, Community Representative  
Mr. Gary Nelund, State Farm Insurance  
Mr. Christopher Dean, Muskegon Heights Fire Department  
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce

The following board members were absent:

Ms. Laurel Zwit, Greenridge Realty  
Dr. John Selmon, Muskegon Community College  
Mr. Keith Guy, Muskegon Public Schools

Also present: Ms. Megan Byard Karaba, PZA Coordinator  
Mr. Mike Schluentz, MAISD Associate Superintendent

Guests: None

---

1. Call to Order

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

2. Public Participation – None.

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 December 12, 2023 meeting. All Ayes (7) Nays (0) Motion carried.**

4. Budget Update

- YTD Financials – Mr. Schluentz shared the Financial Statements as of December 31, 2023.
- Check Approvals for Fall Tuition
  - Baker College - \$2,905.00 (J. Mikkelson)
  - Muskegon Area ISD - \$30,646.16 (YTD Activity)

**It was moved by Holly Hughes and supported by Chris Dean to approve payment of the invoice from Baker College in the amount of \$2,905.000 and payment to the Muskegon Area ISD in the amount of \$30,646.16. All Ayes (7) Nays (0) Motion carried.**

5. Membership Update

- New Member Recruitment Update – No report.

6. Student Eligibility, Terms & Appeals

- 2024 Growth Ideas – Ms. Byard Karaba shared the subcommittee will meet to discuss the growth ideas that she and Lindsay Pulsipher are working on (i.e. lowering GPA or keeping as is; changing Career Tech Center eligibility from two years to one year; summer guest credits; covering cost of attendance for out-of-county students, etc.). The Goals & Strategies subcommittee will meet sometime in January for a full review, would bring to the full board to approve in February, and to Treasury for review and approval as needed in March.

The board discussed the ideas, and decided the change to the Career Tech Center eligibility was important to begin as soon as possible, but still keeping the GPA requirements in place for now (3.25 GPA at the CTC and a 2.5 GPA at their home district).

**It was moved by Holly Hughes and supported by Cindy Larsen to make the change to the Career Tech Center eligibility from a two-year attendance requirement at the CTC to a one-year attendance requirement in order to be eligible to receive the Promise scholarship. All Ayes (7) Nays (0) Motion carried.**

7. Student Success & Other Business – No Report

8. Marketing/Communication Update

- January MLCC Business for Breakfast – Economic Forecast – space is still available at the January 26 breakfast. Holly Hughes would like to attend.
- Muskegon Lakeshore Chamber of Commerce – Customized 2024 Sponsorship Package – Cindy Larsen and Megan Byard Karaba have worked together to develop a sponsorship package that would include Promise representation as an educational sponsor at each Chamber breakfast event, reserving four admissions to each event for a cost of \$2,500, and would also include a 2024 Muskegon STARS! Program sponsorship that includes four event dates/four admissions with sponsor recognition for \$2,500. Total sponsorship investment would be \$5,000.

**It was moved by Steve Parker and supported by Holly Hughes to approve the Customized 2024 Sponsorship Package in the amount of \$5,000 as presented. All Ayes (7) Nays (0) Motion carried.**

9. Fundraising Update – No Report

10. Other – None.

11. Next Meeting Date

- February 13, 2024 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:10 a.m.

Respectfully submitted,

*/Barbara Irely/*

Barbara Irely, Recorder