

**MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
July 8, 2025
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, July 8, 2025 at 8:00 a.m. at the Muskegon Area ISD, 630 Harvey Street, Muskegon.

The following board members were present:

Mr. Steve Parker, Longview Management Consulting
Mr. Randy Lindquist, MAISD Superintendent
Dr. Aaron Maike, Baker College of Muskegon
Dr. John Selmon, Muskegon Community College
Mr. Christopher Dean, Retired Muskegon Heights Fire Department
Ms. Rachel Gorman, Muskegon Lakeshore Chamber of Commerce
Mr. Gary Nelund, State Farm Insurance
Dr. Justin Grill, Trinity Health

The following board members were absent:

Mr. Keith Guy, Muskegon Public Schools
Ms. Holly Hughes, Community Representative

Also present: Ms. Megan Byard Karaba, Career & College Readiness Program Director
Mr. Mike Schluentz, MAISD Associate Superintendent

Guests: None

1. Call to Order

Mr. 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 Gary Nelund and supported by John Selmon to approve the agenda as presented, and the minutes of the May 13, 2025 Regular meeting. All Ayes (8) Nays (0) Motion carried.

4. Budget Update

- YTD Financials – Mr. Schluentz shared the Financial Statements as of May 31, 2025 and June 30, 2025.
- Payment Approvals

It was moved by John Selmon and supported by Christopher Dean to approve the following payments: All Ayes (8) Nays (0) Motion carried.

- **Check #001101 – Baker College – Spring Tuition Adjustments - \$750.00**
- **Check #001102 – MAISD – May & June Actual Expenses - \$86,370.61**
- Transfer of \$90,000 from MILAF to ChoiceOne Bank

It was moved by John Selmon and supported by Christopher Dean to approve the transfer of \$90,000 from MILAF to ChoiceOne Bank. All Ayes (8) Nays (0) Motion carried.

- Programming & Budget without PELL/Community College Guarantee (CCG) – Ms. Byard Karaba held discussion on what it might look like if PELL/CCG would change, and the cost of a full scholarship if it was funded solely by the Promise.
- Mike Schluentz Retirement – MAP Business Discussion – Mr. Schluentz will be retiring and a new person will hopefully be in place by our September meeting. Mr. Parker thanked Mike for his many years of supporting the finances of the Promise.

5. Membership Update

- Board Member Roster & Candidates – Ms. Byard Karaba reviewed the membership roster and indicated that the Board has one seat to fill. The Board will review possible candidates that have expressed an interest.
- Board Term Renewal – Mr. Maike and Mr. Nelund have terms that expired in June of 2025. Both have expressed interest in continuing to serve on the board for another four-year term.

It was moved by Steve Parker and supported by John Selmon to approve the renewal of each of their terms through June 2029. All Ayes (8) Nays (0) Motion carried.

- Mr. Parker also suggested we invite our original investors to attend our September meeting to provide them with an update on the Promise.

6. Student Eligibility, Terms & Appeals

- SalesForce Dashboard & Reporting Features – Ms. Byard Karaba shared the features of the SalesForce Dashboard and what student data it can provide.

7. Student Success & Other Business

- New Memorandum of Understanding 2025 – Ms. Byard Karaba shared the Memorandum of Understanding – July 2025 which includes the eligible institutions of the local colleges and local career training programs. The MOU sets forth the basic scholarship terms, student success and coaching, scholarship person(s) of contact, and shared documentation. Each eligible institution will be asked to sign the MOU.
- Success Coaching on College Campuses – Update – Ms. Byard Karaba reviewed the student success and coaching model that is now included in the MOU.

8. Marketing/Communication Update

- Third Party Marketing Quotes – Ms. Byard Karaba shared she had reached out to three marketing firms, and met with two: Revel Marketing in Muskegon and JSL Marketing from Grand Rapids. Both had a different spin on what they would offer for our Promise. She shared each of their proposals. Mr. Parker indicated he would like the Board to discuss our marketing objectives further at the September meeting and determine if the board would invite each firm in to present their proposal, or whether we continue to utilize our MAISD Communications Director to explore further marketing ideas.
- Future Focused Career FAiR 2026 Sponsorship – Ms. Byard Karaba shared an opportunity for the Board to consider. As part of the Livability Lab initiatives through Access Health, key community organizations are coming together to host a flagship event centered on Artificial Intelligence (AI). Students attending this event will engage in a range of interactive and educational activities. They are seeking community sponsorships and Ms. Byard Karaba thought this may be an opportunity for the Promise.

It was moved by Steve Parker and supported by Christopher Dean to approve a sponsorship up to \$2,500. All Ayes (7 – Dr. Grill had left the meeting) Nays (0) Motion carried.

9. Fundraising Update – No Report

10. Other – None

11. Next Meeting Date

- Next meeting will be September 9, 2025 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:35 a.m.

Respectfully submitted,

/Barbara Ireys/

Barbara Ireys, Recorder