

**MINUTES  
REGULAR MEETING  
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD  
March 11, 2025  
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, March 11, 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  
Dr. Aaron Maike, Baker College of Muskegon  
Dr. John Selmon, Muskegon Community College  
Mr. Gary Nelund, State Farm Insurance  
Ms. Laurel Zwit, Greenridge Realty  
Dr. Justin Grill, Trinity Health  
Ms. Holly Hughes, Community Representative  
Mr. Keith Guy, Muskegon Public Schools

The following board members were absent:

Mr. Randy Lindquist, MAISD Superintendent  
Mr. Christopher Dean, Retired Muskegon Heights Fire Department  
Ms. Rachel Gorman, Muskegon Lakeshore Chamber of Commerce

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

Guests: Ms. Jodi Zerlaut – Muskegon Community College

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1. Call to Order

Mr. Parker called the meeting to order at 8:04 a.m.

2. Public Participation – None.

3. Approval of Agenda and Minutes

**It was moved by Holly Hughes and supported by John Selmon to approve the agenda as presented, and the minutes of the January 14, 2025 Regular meeting. All Ayes (8) Nays (0) Motion carried.**

4. Budget Update

- 2024-25 Budget Amendment – Mr. Schluentz presented a budget amendment for 2024-25.

**It was moved by Holly Hughes and supported by Aaron Maike to approve the 2024-25 Budget Amendment. All Ayes (8) Nays (0) Motion carried.**

- YTD Financials – Mr. Schluentz shared the Financial Statements as of December 31, 2024, January 31, 2025, and February 28, 2025.
- Payment Approvals

**It was moved by Holly Hughes and supported by John Selmon to approve the following check: All Ayes (8) Nays (0) Motion carried.**

- **Muskegon Area ISD – \$80,374.01 – Expenses Incurred in January & February 2025**

- Proposed Annual Cycle of Review – Ms. Byard Karaba discussed the cycle of review timeline for the budget and any amendment. A new budget is developed for July 1, and any amendment will be planned for January or March.
5. Membership Update – Laurel Zwit indicated she will not renew her term that ends in June 2025. Mr. Parker thanked her for her service to the board.

6. Student Eligibility, Terms & Appeals

- PZA Development Plan: March 2025 – Ms. Byard Karaba reviewed the updates to the Development Plan that were approved at the January 14, 2025 meeting, and were then sent to Treasury for review. Treasury provided their recommendations and those have been incorporated in the Development Plan.

**It was moved by Holly Hughes and supported by Gary Nelund to approve the PZA Development Plan that was updated as of March 2025. All Ayes (8) Nays (0) Motion carried.**

- Early College Eligibility as Noted by Newaygo Promise – Ms. Byard Karaba indicated she would explore what Newaygo Promise is doing in allowing eligibility to Early College students.

7. Student Success & Other Business

- MCAN Advocacy Day Debrief – Ms. Byard Karaba shared the points and priorities that were laid out last week in Lansing at the MCAN Advocacy Day. She had the opportunity to meet with legislators and discuss college access.
- Success Coaching on College Campuses – Ms. Byard Karaba will be meeting with Dr. Selmon today to discuss the possibility of providing a success coach/mentor on campus to work with students on college success for 2025/26 at both Muskegon Community College and Baker College. This would be a college hire, and not a Promise person. They would like to have someone on staff by the fall.
- Spring Time Senior Award Ceremonies – Ms. Byard Karaba reminded board members of the Spring award ceremonies. She will advise board members as dates are available.

8. Marketing/Communication Update

- Print Media – Ms. Byard Karaba indicated there will be new brochure messages that will be rolled out this Spring.

- Social Media – Ms. Byard Karaba shared the social media growth messages they have developed and will be rolled out this Spring.
- Business for Breakfast Education Table – Ms. Byard Karaba reminded board members they are welcome to attend the Chamber’s Business for Breakfast as part to the Promise Zone table sponsorship.
- May 22, 2025 Day of Celebration – Watch Muskegon & Promise Zone – Ms. Byard Karaba plans to meet with the Muskegon Chamber President Rachel Gorman to discuss the possibility of having a combined 10-year celebration with Watch Muskegon. She will provide information to the board after that meeting.

9. Fundraising Update – No Report

10. Other

- MPS – The Lakeshore West Michigan Article – Ms. Byard Karaba shared an article on Muskegon Public Schools being designated a Ford Next Generation Learning community, wherein they reimagine learning with new career-focused education.

11. Next Meeting Date

- Next meeting will be May 13, 2025 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:01 a.m.

Respectfully submitted,

***/Barbara Ireby/***

Barbara Ireby, Recorder