

**MINUTES  
REGULAR MEETING  
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD  
May 17, 2022  
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, May 17, 2022 at 8:00 a.m. at the Muskegon Area ISD.

The following board members were present:

Dr. John Severson, MAISD Superintendent  
Dr. Aaron Maike, Baker College of Muskegon  
Dr. Dale Nesbary, Muskegon Community College  
Mr. Gary Nelund, State Farm Insurance  
Ms. Laurel Zwit, Greenridge Realty  
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce  
Ms. Holly Hughes, Community Representative  
Mr. Keith Guy, Muskegon Public Schools  
Mr. Christopher Dean, Muskegon Heights Fire Department

The following board members were absent:

Mr. Steve Parker, Longview Management Consulting  
Mr. John Swanson, Swanson Pickle Co.

Also present: Ms. Megan Byard Karaba, PZA Coordinator

Guests: Ms. Jodi Zerlaut – Muskegon Community College

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1. Call to Order

John Severson called the meeting to order at 8:00 a.m.

2. Public Participation – None

3. Approval of Agenda & Minutes

**It was moved by Aaron Maike and supported by Dale Nesbary to approve the Agenda and the Minutes of the April 19, 2022 Regular meeting. All Ayes (9) Nays (0). Motion carried.**

4. Budget Update

- Transfer of Funds Approval – Foundation to Choice One

**It was moved by Aaron Maike and supported by Cindy Larsen to transfer \$1,000,000 from the Community Foundation account to Choice One Bank. All Ayes (9) Nays (0). Motion carried.**

- MCC Winter Invoice Approval

**It was moved by Holly Hughes and supported by Aaron Maike to approve the winter invoice from Muskegon Community College in the amount of \$576,646.72. All Ayes (9) Nays (0). Motion carried.**

- Dream Bigger Marketing 2022/23 – MCC/Baker Sponsorship

Ms. Byard Karaba reviewed all of our marketing materials and indicated that some of the items will need to be updated now that we have lowered the GPA. Potential cost of the marketing materials is approximately \$20,000.

**It was moved by Holly Hughes and supported by Aaron Maike to move forward with the marketing materials. All Ayes (9) Nays (0). Motion carried.**

- MCC Cost of Attendance Update – 2022/23 Award Value

**It was moved by Aaron Maike and supported by Christopher Dean to approve the Muskegon Community College cost of attendance with an award value of \$5,564.50 (rounding up to \$5,600). All Ayes (9) Nays (0). Motion carried.**

- YTD Financial Statements – No report, tabled to June. (Mr. Schluentz was absent)

5. Membership Update – No Report

6. Student Eligibility, Terms & Appeals

- 2022 Cohort – Summary Review & Update – Ms. Byard Karaba reviewed the 2022 cohort which shows there are 625 students that are academically eligible to receive an award. The mailing is complete to these students.
- Appeal Eligibility Update – There are currently 15 students eligible with a weighted GPA and letters have been sent to them.

7. Student Success & Other Business

- Youth Impact Adviser – Maaike Mudde – Ms. Mudde was not present.
- Local Senior Award Ceremonies – Ms. Byard Karaba indicated she is still in need of representation at a few district graduation ceremonies.

8. Marketing/Communication Update

- Press Release – Mr. Kalb has a draft of a press release that will be sent out soon. He will also involve media outlets to share the press release.

9. Fundraising Update – No Report

10. Other

- Ms. Byard Karaba advised the board that she is now the chair of the Promise Zone’s state association.
- Reminder of Dale Nesbary’s retirement open house – June 2 – 3:00 p.m. (remarks at 4:30).

11. Next Meeting Date

- June 21, 2022 – 8:00 a.m.

There being no further business, it was moved by Gary Nelund and supported by Holly Hughes to adjourn the meeting at 8:38 a.m.

Respectfully submitted,

*/Barbara Ireys/*

Barbara Ireys, Recorder