

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

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, November 11, 2025 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
Dr. Aaron Maike, Baker College of Muskegon
Dr. John Selmon, Muskegon Community College
Ms. Holly Hughes, Community Representative
Mr. Keith Guy, Muskegon Public Schools
Mr. Christopher Dean, Retired Muskegon Heights Fire Department
Ms. Rachel Gorman, Muskegon Lakeshore Chamber of Commerce (arrived 8:14)
Mr. Gary Nelund, State Farm Insurance
Dr. Justin Grill, Trinity Health
Ms. Samantha Scott, Preferred Employment & Living Supports

The following board members were absent:

Mr. Steve Parker, Longview Management Consulting

Also present: Ms. Megan Byard Karaba, Career & College Readiness Program Director

Mr. Mike Schluentz, MAISD Associate Superintendent

Mr. Jesse Rickard, MAISD Associate Superintendent

Mr. Ben Kalb, MAISD Director of Communications

Guests: Samantha Scott

1. Call to Order

Mr. Lindquist called the meeting to order at 8:03 a.m.

2. Public Participation – None.

3. Membership Update

- Introduction of Samantha Scott – The Board welcomed new board member Samantha Scott. The Oath of Office and Acceptance of Office were administered.

It was moved by Randy Lindquist and supported by Christopher Dean to approve the appointment of Samantha Scott as a member of the Promise Zone Authority Board of Directors. All Ayes (9) Nays (0) Motion carried.

4. Approval of Agenda and Minutes

It was moved by Gary Nelund and supported by Holly Hughes to approve the agenda as presented, and the minutes of the September 9, 2025 Regular meeting. All Ayes (10) Nays (0) Motion carried.

5. Budget Update

- YTD Financials – Mr. Schluentz shared the Financial Statements as of September 30, 2025 and October 31, 2025.
- FY25 Audit Report – Mr. Schluentz provided an overview of the FY2025 Audit Report that was conducted by Brickley DeLong.
- SET Payment 2025 & Estimates through 2033 – Mr. Schluentz indicated we received our 2025 SET payment and the estimates through 2033. He will prepare a chart that will calculate what we might expect each year and provide at a future meeting.
- Muskegon Community Foundation Fund – Minimum Balance Recommendation – The Board discussed the need to keep a minimum balance in the Muskegon Community Foundation Fund, but agreed to a transfer of some of the funds to the MILAF account.

It was moved by Christopher Dean and supported by Aaron Maike to transfer \$200,000 from the Community Foundation fund to the MILAF account. All Ayes (10) Nays (0) Motion carried.

- Mr. Schluentz also suggested a transfer from ChoiceOne Bank to the MILAF account.

It was moved by Aaron Maike and supported by Keith Guy to transfer \$5,000,000 from ChoiceOne Bank to the MILAF account. All Ayes (10) Nays (0) Motion carried.

- ACH/Check Signing Policy – Bylaw Recommendation – Ms. Byard Karaba indicated that many Promise programs pay their tuition invoices via an ACH payment and asked the Board to consider us doing that instead of printing checks. Ms. Byard Karaba will review the bylaws for a possible revision to the language around financial approvals.
- Payment to Public Schools – College Advising Reimbursement & Youth Solutions Foundations

It was moved by Christopher Dean and supported by Gary Nelund to approve the following payments to public schools. All Ayes (10) Nays (0) Motion carried.

- College Advising Reimbursements
 - Reeths-Puffer Schools – \$16,000
 - Holton Public Schools – \$16,000
 - Oakridge Public Schools – \$16,000
- Youth Solutions Foundations – up to \$10,000 (Cohort 1 Districts \$5,000 each)

- Payment Approvals

It was moved by Holly Hughes and supported by Keith Guy to approve the following payments: All Ayes (10) Nays (0) Motion carried.

- Brickley DeLong – Audit Fees – \$5,800
- Muskegon Area ISD – September & October Actual Expenses – \$180,793.80
- Muskegon Community College
 - 2024/25 Adjustment – \$618.72
 - 2025/26 Fall – \$841,915.75
- Baker College
 - 2025/26 Fall – \$164,745.84
- NUVO College of Cosmetology
 - 2025/26 Summer – \$2,915.53
 - 2025/26 Fall – \$62,600.57

6. Student Eligibility, Terms & Appeals

- Growth Subcommittee – Mr. Lindquist shared that the Growth Subcommittee will be brought back together and a calendar invite would go out soon.

7. Student Success & Other Business

- Success Coaching on College Campuses – Ms. Byard Karaba indicated that the success coaching is happening at both Muskegon Community College and Baker College, and she is recommending it at NUVO College of Cosmetology as well.
- LCAN Connectivity Award – This award recognizes organizations that have significantly contributed to college access in their community. Our LCAN (Muskegon Opportunity) was selected to receive this award and Ms. Byard Karaba accepted it at the MCAN Impact Awards dinner on November 4.

8. Marketing/Communication Update

- MLCC Sponsorship 2026 – The sponsorship is \$5,000 and includes one year of engagement at chamber events to market our promise package.

It was moved by Holly Hughes and supported by John Selmon to approve the MLCC Sponsorship for 2026 in the amount of \$5,000. All Ayes (9) Nays (0) Abstain (1-Rachel Gorman). Motion carried.

- Baker College T-Shirts – Aaron Maike shared a sample of a t-shirt that Baker College is using to promote the Promise.

Justin Grill left the meeting 8:44 a.m.

- Third Party Marketing – Continued Facilitation of our WHY – Ben Kalb, Director of Communications, facilitated a discussion on our WHY for marketing – what is our goal, who is our target audience of the campaign, what tactics or strategies will help us identify our audience. He asked board members to discuss this and determine what our goal is for our marketing campaign. Board members shared their ideas.

Keith Guy left the meeting 9:17 a.m.

- Gold Level Donor Update – When, Where & Whom? – This will be discussed further at the January meeting.

9. Fundraising Update – No Report

10. Next Meeting Date

- Next meeting will be January 13, 2026 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:23 a.m.

Respectfully submitted,

/Barbara Ireys/

Barbara Ireys, Recorder