

**MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
October 11, 2022
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, October 11, 2022 at 8:00 a.m. at the Muskegon Area ISD.

The following board members were present:

Mr. Steve Parker, Longview Management Consulting
Mr. Randy Lindquist, MAISD Superintendent
Dr. John Selmon, Muskegon Community College
Dr. Aaron Maike, Baker College of Muskegon
Mr. Gary Nelund, State Farm Insurance
Mr. Keith Guy, Muskegon Public Schools
Ms. Laurel Zwit, Greenridge Realty
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce
Ms. Holly Hughes, Community Representative

The following board members were absent:

Mr. John Swanson, Swanson Pickle Co.
Mr. Christopher Dean, Muskegon Heights Fire Department

Also present: Mrs. Megan Byard Karaba, PZA Coordinator
Mr. Jason Helsen, 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 Gary Nelund and supported by John Selmon to approve the Agenda as presented and the Minutes of the September 13, 2022 Regular meeting. All Ayes (9) Nays (0). Motion carried.

4. Budget Update

- YTD Financials – Mr. Helsen shared the balance sheet as of September 30, 2022, the profit and loss statement, the Choice One Bank statement, and the Community Foundation statement. All financial statements and documents can be found saved in the PZA Board Sharing Folder. An updated Projection and Forecast will be available in November.
- Audit Update – Mr. Helsen will provide an audit update at the next meeting in November.
- SET Update (Local & State) – SET payment estimated to be \$2,777,308.00. Forecast for 2023 is for SET payment to be \$3,712,950.00.

- **It was moved by Holly Hughes and supported by John Selmon to allow Jason Helsen view access only to the ChoiceOne Bank accounts. All Ayes (9) Nays (0). Motion carried.**

5. Membership Update

- Term Review – Randy Lindquist and Megan Byard Karaba reviewed the terms of current membership with the Board.

It was moved by Randy Lindquist and supported by Holly Hughes for Steve Parker to act as Promise Zone Board Chair for a four-year term. All Ayes (9) Nays (0).

6. Student Eligibility, Terms & Appeals

- 2022 Cohort – Summary Review & Update – Mrs. Byard Karaba reminded the board of the location of the 2022 Cohort data in the PZA Board Sharing Google folder.
- MI Achievement Scholarship – Press & Effect on Zones – Mrs. Byard Karaba shared information about the new State of Michigan scholarship (starting with the 2023 graduates who meet financial thresholds set by the state) being signed into law this month. Promise Zones are seen as gift aid similar to PELL and TIP as part of this new statewide scholarship opportunity. We will need to look at the new projection and forecast models to see what the impact will be on the Muskegon Area Promise.
- Goals and Strategy Subcommittee – Mrs. Byard Karaba reviewed the current subcommittee assignments. Unassigned members have been given an option to join subcommittees as they see fit. With new financial information, the Goals and Strategy subcommittee will need to meet to start discussing growth and potential change to our Promise Zone awards. Holly Hughes suggested the work could be a full Board activity. All Board members will be invited to participate in the Goals and Strategy meetings. Megan will be sending out a Doodle Calendar Poll to find a date and time beginning in November. Meetings will meet in person, but will also have an option to join via Zoom.

7. Student Success & Other Business – No Report

8. Marketing/Communication Update

- Promise Professionals 2.0 – Mrs. Byard Karaba suggested new digital marketing efforts, including a microsite concept like MCAN has used for their annual report. Megan is working with Ben Kalb, MAISD Director of Communications, on building a microsite for a Muskegon Area Promise marketing campaign. The goal is to have this completed by the December holiday. Once the site is built we are hopeful to use different digital outlets to drive traffic to it. A print piece has also been encouraged to accompany the digital effort.
- 2023 Equity Project (Super Students) Update – October is MI College Month and Maaiké Mudde, Youth Impact Adviser for the Promise Zone, is working with districts (Muskegon, Muskegon Heights, Holton, Muskegon Covenant Academy) and their students to spread the Promise message. Mailings and in-person student gatherings are being planned.
- LCAN/Promise Counselor Presentation – Fall 2022 – Mrs. Byard Karaba shared that a recent meeting was held with area counselors updating them on the efforts and focus of the LCAN and Promise Zone. Megan included a copy of the presentation in the PZA Board Sharing Folder for review.

9. Fundraising Update – No Report

10. Other – None

11. Next Meeting Date

- November 8, 2022 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:18 a.m.

Respectfully submitted,

Randy Lindquist/Megan Byard Karaba /**Barbara Irely**/

Randy Lindquist, Recorder