

**MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
October 10, 2023
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, October 10, 2023 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
Ms. Holly Hughes, Community Representative
Mr. Christopher Dean, Muskegon Heights Fire Department
Ms. Laurel Zwit, Greenridge Realty
Mr. Gary Nelund, State Farm Insurance
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce
Mr. Randy Lindquist, MAISD Superintendent (arrived 8:15)

The following board members were absent:

Mr. John Swanson, Swanson Pickle Co.
Dr. John Selmon, Muskegon Community College
Mr. Keith Guy, Muskegon Public Schools

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

Guests: Jodi Zerlaut – Muskegon Community College

1. Call to Order

Chairman Steve Parker called the meeting to order at 8:02 a.m.

2. Public Participation – None.

3. Approval of Agenda and Minutes

It was moved by Holly Hughes and supported by Randy Lindquist to approve the Agenda as presented and the Minutes of the September 12, 2023 meeting. All Ayes (8) Nays (0) Motion carried.

4. Budget Update

- YTD Financials – Mr. Schluentz shared the Financial Statements of September 30, 2023.
- June 30, 2023 Audit – Mr. Schluentz provided an overview of the June 30, 2023 audit that was prepared by Brickley DeLong.
- SET 2023 Update – \$3.7 million is expected from Treasury for the 2023 SET.

- Approval of Payments

It was moved by Holly Hughes and supported by Chris Dean to approve the following payment. All Ayes (8) Nays (0) Motion carried.

- Brickley DeLong Invoice #1239961 in the amount of \$5,445.00

5. Membership Update

- New Member Recruitment Update – Mr. Lindquist indicated he has received no response to those that he reached out to (Gary Allore, Katie Hensley). A letter has been sent to Senate Majority Leader Winnie Brinks for the reappointment of Chris Dean’s position.

It was moved by Holly Hughes and supported by Cindy Larsen to acknowledge that the board has done their due diligence to maintain Chris Dean’s appointment, and he will remain in his role until action takes place by the Senate Majority Leader for his reappointment All Ayes (7) Nays (1 - Steve Parker) Motion carried.

The Board discussed this at length to determine the proper way to handle the reappointment in the meantime.

It was moved by Holly Hughes and supported by Steve Parker to strike the previous motion. All Ayes (8) Nays (0) Motion carried.

It was moved by Holly Hughes and supported by Gary Nelund to move Chris Dean into the current vacant position until such time as we hear back from the Senate Majority Leader on his pending reappointment. All Ayes (8) Nays (0) Motion carried.

- Amendment to Bylaws

It was moved by Randy Lindquist and supported by Holly Hughes to approve the proposed amendments to the bylaws as presented with the addition of adding verbiage to Section 2(A) that the Board shall consist of 11 members. All Ayes (8) Nays (0) Motion carried.

6. Student Eligibility, Terms & Appeals

- 2024 Promise Equity Project – Ms. Byard Karaba indicated this project is underway and she submitted for the PowerSchool eligibility list and it will be reviewed once received.
- 2024 Communication Schedule – Ms. Byard Karaba shared they are still building this out to determine what it will look like for 2024.
- FAFSA Challenge 2023/2024 – Countywide Participation – 13 schools have accepted this challenge in an effort to increase the number of students that complete the FAFSA. Hoping for an increase in 5% for completion.

7. Student Success & Other Business

- PromiseNet 2023 – Learning & Updates – Ms. Byard Karaba attended this conference held in Detroit. There were over 200 attendees and she learned a great deal from her attendance.
- MCAN Annual Conference – Promise Keeper Award – Ms. Byard Karaba shared the annual conference will take place in November for presentation of the Promise Keeper Award. She

shared that with Chuck Wilbur retiring, they will be changing the name to the Chuck Wilber Promise Keeper Award.

8. Marketing/Communication Update

- District Ordered Supplies & Materials – Ms. Byard Karaba shared that districts will be receiving their orders soon. Mr. Parker offered a suggestion that we possibly increase our marketing about the awareness and success of the Promise so that it becomes a symbol of economic development excellence in Muskegon County. Ms. Larsen suggested we re-engage the realtors with realtor signs, and possibly billboards. She is working on WatchMuskegon 2.0 for talent recruitment and will see how the Promise can be worked into their current marketing messaging. Mr. Maiké suggested putting out an RFP to marketing firms to review our messaging.
- Dream Bigger Marketing Budget – Carry-over funds for 2023/24 use – Ms. Byard Karaba will determine how the carry-over funds will be used.

9. Fundraising Update – No Report

10. Other – None.

11. Next Meeting Date

- November 14, 2023 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:20 a.m.

Respectfully submitted,

/Barbara Irely/

Barbara Irely, Recorder