

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

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, January 10, 2023 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. Aaron Maike, Baker College of Muskegon
Mr. Gary Nelund, State Farm Insurance
Ms. Holly Hughes, Community Representative
Dr. John Selmon, Muskegon Community College
Ms. Laurel Zwit, Greenridge Realty
Mr. Christopher Dean, Muskegon Heights Fire Department
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce

The following board members were absent:

Mr. John Swanson, Swanson Pickle Co.
Mr. Keith Guy, Muskegon Public Schools

Also present: Ms. Megan Byard Karaba, PZA Coordinator
Mr. Jason Helsen, MAISD Associate Superintendent

Guests: Ms. Jodi Zerlaut, Muskegon Community College

1. Call to Order

Steve Parker called the meeting to order at 8:01 a.m.

2. Public Participation – None.

3. Approval of Agenda and Minutes

It was moved by Cindy Larsen and supported by John Selmon to approve the agenda, the minutes of the December 13, 2022 Regular meeting, and the minutes of the December 22, 2022 Special meeting. All Ayes (9) Nays (0) Motion carried.

4. Budget Update

- YTD Financials – Mr. Helsen shared the balance sheet as of December 31, 2022, the Profit and Loss Statement, Choice One Bank statement, the Community Foundation statement, and the MUNIS statement.

- Reimbursement to MAISD for Promise Zone Activities - \$6,878.70

It was moved by Holly Hughes and supported by Aaron Maike to approve the check in the amount of \$6,878.70 to Muskegon Area ISD for reimbursement of Promise Zone activities. All Ayes (9) Nays (0) Motion carried.

5. Membership Update – No Report

6. Student Eligibility, Terms & Appeals

- 2022 Cohort – Summary Review & Update – Ms. Byard Karaba reminded the board of the location of the 2022 Cohort data in the PZA Board Sharing Google folder.

7. Student Success & Other Business

- NSC Data Update – Ms. Byard Karaba shared updated detail from the NSC data which currently shows a 69% success rate.

8. Marketing/Communication Update

- Promise Professionals 2.0 – Ben Kalb shared the work that has been done in creating the MicroSite which includes testimonials from former students, investment information and a number of other informational items. A soft launch of the MicroSite will take place at the January 27 Chamber Business for Breakfast.
- Happy New Year Letter for Donors – Ms. Byard Karaba will send a letter in January to donors as a thank you and an update on the success of the Promise.
- Chamber January 27 Business for Breakfast Reminder – Ms. Byard Karaba reminded the board of the breakfast.

9. Fundraising Update – No Report

10. Other – None

11. Next Meeting Date

- February 14, 2023 – 8:00 a.m.

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

Respectfully submitted,

/Barbara Irely/

Barbara Irely, Recorder