MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
February 20, 2018
8:00 A.M.

A regular meeting of the Muskegon Area Promise Zone Authority Board was held at the MAISD Educational Services Center, 630 Harvey Street, Muskegon, Michigan on Tuesday, February 20, 2018 at 8:00 a.m.

The following board members were present:

Mr. Steve Parker, Longview Management Consulting
Dr. John Severson, MAISD Superintendent
Dr. Dale Nesbary, Muskegon Community College
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

The following board members were absent:

Dr. Aaron Maike, Baker College of Muskegon
Mr. John Swanson, Swanson Pickle Co.
Mr. Robert Jacobs, Community Representative
Ms. Holly Hughes, Community Representative – (participated via phone conference)

Also present:

Ms. Megan Byard Karaba, Coordinator

1. Call to Order

The meeting was called to order at 8:00 a.m. by Steve Parker. It was moved by Gary Nelund and supported by Dale Nesbary to accept the agenda as presented. All Ayes (7) Nays (0) Motion carried.

Dr. Severson noted that Mr. Schluentz was not present, and the financial reports will be presented next month.

2. Approval of January 16, 2018 Meeting Minutes

It was moved by Dale Nesbary and supported by Gary Nelund to approve the January 16, 2018 meeting minutes. All Ayes (7) Nays (0) Motion carried.

3. Membership Update

No Report.

4. Fundraising Update

No Report.

5. Marketing/Communication Update

No Report.

6. Student Eligibility, Terms or Appeals

- Out-of-County Cost of Attendance Rate – M. Oberlin – Approval of One-Time Cost

  A Fruitport graduate and Promise recipient was billed by Muskegon Community College at the out-of-county rate as her residence is in Ottawa County. Because of the oversight in communicating this out-of-county rate to the student and parents, Ms. Byard Karaba is asking the board to approve this one-time payment in the amount of $1,142.00.

  It was moved by Dale Nesbary and supported by John Severson to approve this one-time payment in the amount of $1,142. All Ayes (7) Nays (0) Motion carried.

  Going forward, this out-of-county rate issue will be communicated in future messaging and marketing materials to students and parents. They will be informed that this additional out-of-county tuition rate will be considered an out-of-pocket expense for the family.

- Book Allowances & Purchasing Practices 2018/19 – Policy & Discussion

  Ms. Byard Karaba indicated the Dr. Maike spoke with Barnes and Noble to discuss better practices for the purchase of books. One idea was to give gift cards in increments of $250, and then issue a new gift card for the winter semester for $250. Muskegon Community College currently uses student ID cards for swiping. Ms. Byard Karaba indicated she is working on a new marketing piece with tips on how students can be financially responsible with the allowance.

- Dual Enrollment Option for Promise Scholars – Policy & Discussion

  MCC has a new partnership with MSU allowing dual enrollment for college students in the agricultural program. The discussion revolved around which institution receives the financial aid dollars, as those dollars can only be used in one place. There was much discussion on this regarding the financial impact this could have on Promise dollars. Dr. Severson indicated he would be interested in seeing the pathways from both colleges for dual enrollment.

- 2018 Cohort – Potential, new ideas, etc.

  Ms. Byard Karaba provided a mid-year scan of the 2018 cohort. She indicated that 495 students qualified last year, and 524 have met the initial screening so far for this year. The assumptions would indicate 215 scholarships for next year, and if 50% of the 204 from this year remain (102), we would have a total of 317 for next year.

7. Student Success

- MPZA State Association Update (New Zones & Consulting Opportunities)

  Ms. Byard Karaba shared a communication from Chuck Wilbur regarding Promise Zone consulting needs. The budget adopted by the Michigan Promise Zones Association for the fiscal year that began October 1 allocated up to $20,000 to fund consulting to address the needs of individual Promise Zones. This would allocate roughly $2,000 that each Promise Zone could use to pay consultants. He provided areas where consultants may be able to assist which include fundraising, communication, administrative process, and college going culture. We do have the capability in this fiscal year (between now and October) to use this $2,000 from the state association to

help offset our costs. It was determined that an area of focus for our Promise Zone would be fundraising.

8. Work Plan Review

- Updated 2018 Work Plan

  Ms. Byard Karaba shared the updated 2018 work plan, tracking all four cohorts.

9. Budget Update

- YTD Report – Mr. Schluentz was not present at the meeting, but will provide a YTD report at the next meeting.

- Prevailing Rate – 2018/19 Cost Estimations Policy & Discussion

  Dr. Nesbary indicated the cost estimations for 2018-19 should be available in about three weeks (mid-March).

10. Other

None.

11. Next Meeting Date – March 20, 2018 – 8:00 a.m.

There being no further business the meeting adjourned at 9:15 a.m.

Respectfully submitted,

/Barbara A. Irey/

Barbara A. Irey, Recorder