

**MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
November 12, 2024
8:00 A.M.**

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, November 12, 2024 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
Mr. Gary Nelund, State Farm Insurance
Mr. Christopher Dean, Retired Muskegon Heights Fire Department
Ms. Laurel Zwit, Greenridge Realty
Mr. Keith Guy, Muskegon Public Schools
Ms. Rachel Gorman, Muskegon Lakeshore Chamber of Commerce
Dr. Justin Grill, Trinity Health
Ms. Holly Hughes, Community Representative

The following board members were absent:

Mr. Steve Parker, Longview Management Consulting

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

Guests: Jodi Zerlaut – Muskegon Community College
Leslie Nelson - Muskegon Community College

1. Call to Order

Mr. Lindquist called the meeting to order at 8:04 a.m.

2. Public Participation – None.

3. Approval of Agenda and Minutes

It was moved by Gary Nelund and supported by Aaron Maike to approve the agenda as presented, and the minutes of the September 10, 2024 Regular meeting. All Ayes (10) Nays (0) Motion carried.

4. Budget Update

- YTD Financials – Mr. Schluentz shared the Financial Statements as of September 30, 2024, and October 31, 2024.
- FY2025 Audit Report – Mr. Schluentz provided an overview of the FY2025 Audit Report that was conducted by Brickley DeLong.

- Transfer of funds from ChoiceOne Bank to MIMAX

It was moved by Holly Hughes and supported by Justin Grill to approve the transfer of \$3.75 million from ChoiceOne Bank to MIMAX. All Ayes (10) Nays (0) Motion carried.

- Check Approvals

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

- Muskegon Community College Fall Invoice - \$919,702.18
- Brickley DeLong Audit Expense - \$6,940.00
- Muskegon Area ISD September/October Activity - \$82,046.70

5. Membership Update

- New Member – Rachel Gorman – Mr. Lindquist introduced and welcomed Ms. Gorman to the Board.

6. Student Eligibility, Terms & Appeals

- MAP Growth Ideas – Costs & Recommendations 2024-2027 – Ms. Byard Karaba presented a number of growth ideas for the Board to consider and recommendations for future years. She noted that legislation now allows any fees that are considered cost of attendance (i.e. books and fees, studying abroad, housing and food assistance, etc.). Growth ideas presented include:

- Staffing Admin
- Admin Costs
- Staffing Program
- Program Costs
- Mini Grants to Schools
- Lowering of the GPA
- Real Estate (i.e. rent for college advisors)
- Expanded Education Partners
- Cost of Attendance Barriers
- Tuition and Fees (MCC & Baker)
- 4 years at Baker
- Transfer scholarship
- More college advisors
- Adult program – lifted expiration date

- Growth Ideas for 2024-25 proposals:
 - Mini Grants to Schools
 - Cost of Attendance Barriers (housing, food, transportation, childcare, books/supplies/equipment; \$1,000 per student).

It was moved by Holly Hughes and supported by John Selmon to approve the proposed Growth Ideas for 2024-25. All Ayes (10) Nays (0) Motion carried.

- MAPZ Development Plan – Revised November 2024

It was moved by Holly Hughes and supported by John Selmon to approve the proposed amendments to the Development Plan, minus the inclusion of Grand Valley State University as an eligible institution. All Ayes (10) Nays (0) Motion carried.

Ms. Byard Karaba will submit the amended plan to the Department of Treasury for their preliminary review. They will return to us with their comments and our board will formally approve it in January 2025.

7. Student Success & Other Business – No Report

8. Marketing/Communication Update – Ms. Byard Karaba shared the following marketing/communication updates:

- Muskegon Lakeshore Chamber of Commerce Sponsorship 2025 – This sponsorship package includes a 2025 Business for Breakfast Sponsorship of \$2,500, and a 2025 Muskegon STARS Program sponsorship of \$2,500.

It was moved by Gary Nelund and supported by John Selmon to approve the total sponsorship investment of \$5,000 with the Muskegon Lakeshore Chamber of Commerce. All Ayes (10) Nays (0) Motion carried.

9. Fundraising Update – No Report

10. Other – None.

11. Next Meeting Date

- Next meeting will be January 14, 2025 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:40 a.m.

Respectfully submitted,

/Barbara Irej/

Barbara Irej, Recorder