

MINUTES
REGULAR MEETING
MUSKEGON AREA PROMISE ZONE AUTHORITY BOARD
May 9, 2023
8:00 A.M.

A regular meeting of the Muskegon Area Promise Zone Authority Board was held on Tuesday, May 9, 2023 at 8:00 a.m. at the Muskegon Area ISD.

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. Keith Guy, Muskegon Public Schools
Ms. Laurel Zwit, Greenridge Realty
Mr. Gary Nelund, State Farm Insurance
Mr. Christopher Dean, Muskegon Heights Fire Department (arrived 8:14)

The following board members were absent:

Mr. John Swanson, Swanson Pickle Co.
Ms. Cindy Larsen, Muskegon Lakeshore Chamber of Commerce
Mr. Randy Lindquist, MAISD Superintendent
Dr. John Selmon, Muskegon Community College

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

Guests: Jeff Johnson, Superintendent – Montague Area Public Schools
Jodi Zerlaut – Muskegon Community College

1. Call to Order

Steve Parker called the meeting to order at 8:06 a.m.

2. Public Participation

Jeff Johnson, Superintendent of Montague Area Public Schools, addressed the board regarding the additional out-of-county tuition amount that Montague students pay, because they reside in Oceana County.

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 April 11, 2023 meeting. All Ayes (6) Nays (0) Motion carried.

4. Budget Update

- YTD Financials – Mr. Schluentz shared the Balance Sheet as of April 30, 2023, the Profit and Loss Statement, Choice One Bank statement, and the Community Foundation

statement.

- Budget Amendment – Mr. Schluentz presented a proposed amendment to the 2022/23 as attached to these minutes.

It was moved by Holly Hughes and supported by Gary Nelund to approve the amendment as presented. All Ayes (7) Nays (0) Motion carried.

- Short-Term CD Update – Mr. Schluentz provided information for the board to consider regarding investing in CDARS instead of investing with multiple banks. CDARS is a way for the Muskegon Area Promise to invest in CDs with multiple banks via a contract with ChoiceOne Bank. CDARS are completely FDIC insured because no bank holds more than \$250,000 of the CDARS holding person or organization. Each CDARS that is purchased will list the banks that are ultimately a part of the investment. ChoiceOne will manage interest payments and money transfers and provide Muskegon Area Promise with a monthly statement showing the investments.

Mr. Schluentz proposed the following investments:

- Invest \$250,000 into a CD directly with ChoiceOne with a term of 6 months - 4% interest rate
- Invest \$1,000,000 into a CDARS with a term of 9 months - Around 4.5% interest rate (CDARS need to be officially requested on the market prior to knowing the actual term and actual interest rate. The term will be within a few days more/less than 9 months in this case. We determine if we move forward once the terms/rates are set, and we are aware of all associated banks that are part of the CDARS prior to committing the funds.)
- Invest \$1,000,000 into a CDARS with a term of 12 months - Around 4.5% interest rate
- Invest \$1,000,000 into a CDARS with a term of 18 months - Around 4.5% interest rate

This gives MAP a nice ladder of investments, giving us flexibility as to how we may re-invest funds as each CD/CDARS matures.

It was moved by Aaron Maike and supported by Keith Guy to authorize Mr. Schluentz to proceed to formalize the proposed investment recommendation and once finalized, obtain signatory approval from Mr. Lindquist to move forward.

It was agreed that the board will review and discuss these investments as they mature moving forward.

- Check Approvals

It was moved by Holly Hughes and supported by Aaron Maike to approve the following checks. All Ayes (7) Nays (0) Motion carried.

- Muskegon Community College - \$594,858.94
- Baker College - \$22,676.66
- Blackwell Insurance Services (Cincinnati Insurance Companies) - \$1,436.00
- MAISD - \$13,587.74

5. Membership Update

- Member Recruitment Planning for Summer 2023 – Ms. Byard Karaba informed the board that the Search Committee will continue to seek candidates to serve on our board as vacancies occur.

6. Student Eligibility, Terms & Appeals

- 2023 Cohort – Summary Data Update – Ms. Byard Karaba shared the 2023 Cohort Summary Data.
- MCC Confirmed/Approved Cost of Attendance 2023-24 – Ms. Byard Karaba shared Muskegon Community College’s approved cost of attendance for 2023/24 at \$5,800.

7. Student Success & Other Business – No Report

8. Marketing/Communication Update

- Board Member Video Update – The board member video was shared.
- Social Media Campaign Update-Microsite Launch – This is scheduled to launch on May 17.
- Webpage Updates – The webpage has been updated with new items, including the new growth model and updated development plan.
- 2023 Press Conference – Reminder of the press conference on May 25, 2023 at 10:00 a.m. at the Muskegon Lakeshore Chamber of Commerce.
- Equity, Growth & Progress PPT – Ms. Byard Karaba shared the PowerPoint.
- Senior Award Ceremonies 2023 – Ms. Byard Karaba indicated she still needs board member representation at Western Michigan Christian on May 16.

9. Fundraising Update – No Report

10. Other

11. Next Meeting Date

- June 13, 2023 – 8:00 a.m.

There being no further business, the meeting adjourned at 9:11 a.m.

Respectfully submitted,

/Barbara Irely/

Barbara Irely, Recorder