

Newaygo County Area Promise Zone Authority
4747 W. 48th Street
Fremont, MI 49412

Monday, November 8, 2016

Regular Meeting Minutes

Present: Woody Bowman, Dawn Anderson, Dr. Lori Tubbergen Clark, Steve Witter, Holly Moon, Deanna Joppich, Mark Guzniczak, Jack Hendon, Rebecca Tuuk, Nate Sparks, Cathy Obits (ex-officio), Carla Roberts (ex-officio)

Absent: Tom Boerger

Visitors: Corinne Toth, Melissa Miller, Todd Jacobs, Amy Moore, Vaughn White, David Hewitt, Doug Clink, Bernard Brown, Andy Klimek, Parker Beisiegel, Julia Ceme-Prefontaine, Shannon Corbett

Chairperson Clark called the meeting to order at 11:30 a.m. All members present with the exception of Tom Boerger.

CALL TO ORDER

16-15 – Motion by Steve Witter, supported by Holly Moon to approve the agenda for today's meeting. Ayes—10; Nays—0. Motion carried.

APPROVAL OF AGENDA

16-16 – Motion by Jack Hendon, supported by Deanna Joppich to approve the minutes from the August 31, 2016 meeting. Ayes—10; Nays—0. Motion carried.

APPROVAL OF MINUTES

Three students from the Career-Tech Center presented their logo design to the Board. As a member of the Marketing & Communications Sub-Committee, Mark Guzniczak prefaced the presentation with the background on the task set forth for students to create a design for consideration. Doug Clink, CTC Instructor of the Graphics Communications/Printing Program noted that approximately 50 logo designs were submitted. Each finalist, Shannon Corbett, Julia Ceme-Prefontaine, and Parker Beisiegel then presented their design with an explanation of color choice, font selection and design rationale.

PUBLIC PARTICIPATION

Dr. Clark shared a video of the Promise Zone in Baldwin.

PRESENTATION OF BALDWIN PZ VIDEO

Dr. Clark clarified the legal requirements of the Open Meetings Act. When a quorum or more is present, meetings must be posted, take place at our official meeting location, and minutes must be taken and posted. When fewer than a quorum is present, these are not considered official meetings (i.e., sub-committee meetings). Our sub-committees are advisory in nature and do not need to meet here or have official minutes kept, but must report (to the full board) a summary of each meeting that takes place.

OPEN MEETINGS ACT CLARIFICATION

Additionally, since sub committees will meet frequently, but the full board will only be meeting quarterly, e-votes are allowed, under our bylaws, in the event action needs to be taken prior to the next quarterly meeting. If a request for an e-vote is sent out and members do not respond, however, it will be assumed to be a "yes" vote, as silence is consensus. Therefore, Dr. Clark suggested that the language "silence is consensus" be added to the bylaws at the next quarterly meeting.

E-VOTING

Rather than wait for the February meeting, Woody Bowman made the motion, supported by Mark Guzniczak to include the language "silence is consensus" to the bylaws. Ayes—10; Nays—0. Motion carried.

APPROVAL OF AMENDMENT TO BYLAWS

Summary of Operations Sub-Committee Meetings

Jack Hendon, Chairperson of the Operations Sub-Committee, noted that Cathy Obits called all other Promise Zone to ask questions of them of their operations. We have found that we will need to have some cash for administrative costs. Baldwin currently spends \$61,000 per year for administrative, office costs, etc. We have yet to determine what we will need.

Committee members concurred that our first concern is to meet the Newaygo Promise; to do what we have said we will do for the students, but as we begin fundraising, we don't want to limit ourselves from not creating an endowment fund at the Foundation. The committee has submitted a draft of the development plan to the Department of Treasury. The committee also discussed joining the State Association of Promise Zones; feeling it is important to meet with peers to gain information and share best practices. This would be a subsidized fee for the first two years (\$500 per year, we are unsure of cost for 3rd year at this point). It is important for us to be involved in this association, especially as we are getting off the ground. Meetings are quarterly.

Ms. Roberts questioned the \$61,000 of the Baldwin Promise Zone costs. Does this include their regular scholarship program as well? Yes, Ms. Obits indicated the \$61,000 is all-inclusive and primarily covers the salary of one person who does all the work for both their scholarship program and their Promise Zone. It is not broken out by program.

Summary of Marketing & Communications Sub-Committee Meetings

Holly Moon, Co-Chair noted the committee discussed and reviewed possible logos (as presented by students) and key messages (with input from the FACY Youth Advisory Council and college advisors). Co-Chair Dawn Anderson added that all students who presented a logo have received a letter of appreciation to be included in their portfolio. The committee will also be designing letters that are appropriate for donors. It was clarified that all press releases will need to be reviewed by the committee prior to being released to the media. Ms. Moon made special mention of the fabulous work of the CTC students.

Summary of the Fundraising Sub-Committee Meetings

Chairperson Steve Witter acknowledged the assistance of the Foundation and their lending of Todd Jacobs' expertise. This group has good synergy and works well together. The Committee is suggesting \$1.5 million as the goal for the first year, which is more than what the actuarial tables say we need, but will provide a cushion in case problems arise or will allow us to start an endowment fund with excess funds.

The committee worked (and will continue to work on) on the donor pyramid and how we are going to get there. Committee members began to identify prospects and other individuals who can help build our network. Mr. Jacobs added that at this point, we are in the quiet phase; the marketing sub-committee must work closely with the fundraising committee to make sure communication takes place at appropriate times.

Dr. Clark noted that as soon as we provide a copy of the development plan to the Treasury Department along with a copy of today's meeting minutes, our two-year clock will begin. Dr. Clark also discussed the possibility of creating another subcommittee. This would be the College Access Initiatives (WE CAN) and Promise Success Initiatives Sub-Committee. WE CAN gets kids into college; the Promise Zone helps them to retain their college status. We need to strategically come together and share with the community how the two entities work together as one. A sub-set from both boards would be an appropriate sub-committee. Melissa Miller, NC RESA Student Advancement Consultant, noted it makes sense to align the services for students to help them begin and follow through on their college degree. Initiatives can flow from WE CAN into the Promise Zone.

**SUMMARY OF
OPERATIONS SUB-
COMMITTEE
MEETINGS**

**SUMMARY OF
MARKETING &
COMMUNICATIONS
SUB-COMMITTEE
MEETINGS**

**SUMMARY OF
FUNDRAISING
SUB-COMMITTEE
MEETINGS**

**POTENTIAL NEW
SUB-COMMITTEE**

16-17 – Motion by Steve Witter, supported by Woody Bowman to approve the Newaygo County Area Promise Zone (NCAPZ) Development. Plan. Ayes—10; Nays—0. Motion carried.

**APPROVE THE
NCAPZ
DEVELOPMENT PLAN**

16-18 – Motion by Woody Bowman, supported by Holly Moon to approve the NCAPZ membership in the Promise Zone State Association. Ayes—10; Nays—0. Motion carried.

**APPROVE
MEMBERSHIP IN THE
STATE ASSOCIATION**

16-19 – Motion by Deanna Joppich, supported by Becky Tuuk to approve Lori Tubbergen Clark as the voting member to the Promise Zone State Association for 2017 and Cathy Obits as the Alternate. It was noted that another voting delegate may need to be appointed for 2018. Member Witter mentioned that perhaps it would be proper to always have the Chairperson as the main voting delegate. Members believe this can be decided after participating in a couple of meetings. Ayes—10; Nays—0. Motion carried.

**APPROVE VOTING
MEMBERS TO THE
STATE
ASSOCIATION**

16-20 – Motion by Jack Hendon, supported by Steve Witter to approve the establishment of a Newaygo County Area Promise Zone Endowment Fund at the Fremont Area Community Foundation. Ayes—10; Nays—0. Motion carried.

**APPROVE THE
ESTABLISHMENT OF
AN NCAPZ
ENDOWMENT FUND**

16-21 – Motion by Steve Witter, supported by Mark Guzniczak to approve the Memorandum of Understanding for the fundraising role with the Fremont Area Community Foundation. Todd Jacobs clarified that this MOU gives room for committees to operate efficiently without full board involvement on all decisions and is intended simply to define roles. Ayes—10; Nays—0. Motion carried.

**APPROVE THE
MOU FOR
FUNDRAISING**

16-22 – Motion by Woody Bowman, supported by Mark Guzniczak to approve \$1.5 million as the fundraising goal. Ayes—10; Nays—0. Motion carried.

**APPROVE THE
FUNDRAISING GOAL**

16-23 – Motion by Jack Hendon, supported by Holly Moon to approve the formation of the Promise Success Initiative Sub-Committee. Ayes—10; Nays—0. Motion carried.

**APPROVE THE
FORMATION OF THE
PROMISE SUCCESS
INITIATIVE SUB-
COMMITTEE**

16-24 – Motion by Holly Moon, supported by Dawn Anderson to approve the key messaging for the NCAPZ, “ENSURING EDUCATIONAL OPPORTUNITIES FOR A PROMISING TOMORROW”. Ayes—10; Nays—0. Motion carried.

**APPROVE THE KEY
MESSAGE OF THE
NCAPZ**

16-25 – Motion by Steve Witter, supported by Jack Hendon to approve the logo for the NCAPZ. Members have selected the logo presented by Shannon Corbett. Ayes—10; Nays—0. Motion carried.

**APPROVE THE
NCAPZ LOGO**

In closing, Nate Sparks asked how we would fund the \$500 fee to join the state association. Jack Hendon noted the association is willing to waive the fee until spring.

OTHER

16-26 – Motion by Woody Bowman, supported by Becky Tuuk to adjourn the Newaygo County Area Promise Zone Authority special meeting at 12:42 p.m. Ayes—10; Nays—0. Motion carried.

ADJOURNMENT