



Newaygo County Area **PROMISE ZONE**

Ensuring Educational Opportunities for a Promising Tomorrow

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

Tuesday, February 14, 2017

Regular Meeting Minutes

Present: Woody Bowman, Dawn Anderson, Dr. Lori Tubbergen Clark, Deanna Joppich, Jack Hendon, Rebecca Tuuk, Nate Sparks, Cathy Obits (ex-officio)

Absent: Steve Witter, Holly Moon, Mark Guzniczak, Tom Boerger, Carla Roberts (ex-officio)

Visitors: Corinne Toth, Amy Moore, Todd Jacobs, Nicole Gasper, Doran Ditlow, Melissa Miller, Dan Rinsema-Sybenga, Emerson Cole, Lydia Ling, Frank Acosta

Chairperson Clark called the meeting to order at 11:33 a.m.

16-34 – Motion by Woody Bowman, supported by Jack Hendon to approve the agenda for today's meeting. Ayes—7; Nays—0. Motion carried.

16-35 – Motion by Jack Hendon, supported by Deanna Joppich to approve the minutes from the special meeting held of January 17, 2017. Ayes—7; Nays—0. Motion carried.

Dan Rinsema-Sybenga from Muskegon Community College noted his excitement with the program as it rolls out and looks forward to working with the NCAPZ.

Doran Ditlow, community member, thinks the Promise Zone is a good thing, but rejects the idea because voters supported schools millages and now the State is going to take that money for other funds (i.e., Promise Zone). The money was voted on for public schools, not colleges. Chairperson Clark noted the source of funding was growth in SET, not millage.

Early college students Emerson Cole, Lydia Ling, and Frank Acosta spoke to the Board on the Newaygo County Early College Program and its place in a continuum of services.

Operations Committee Report from Jack Hendon, Chairperson—

- We need to open a bank account so a transfer of \$1,500 can be used for marketing costs and for dues to the Michigan College Access Network. If approved by the Board, Nate Sparks, Cathy Obits and Jack Hendon will be the signatories. Mr. Hendon will draft accounting policies for the Board. Mr. Hendon suggested Board approval for expenses over \$100 and he will have authority to approve anything under \$100.
- At the beginning of the Promise Zone program, scholarship payments will come from the Fremont Area Community Foundation until the PZ is more acclimated with the process. As far as accounting software goes, we have not looked at prices yet. Cathy Obits will be handling student/program information for the first year using Excel.
- Dr. Clark will be writing an MCAN grant for \$10,000 to be used for administrative purposes. If the grant is awarded, we will ask each chairperson for expected budgets for the year, doing as much in-kind as possible. If board members pay for expenses out of pocket, please let Jack know so we can track all expenses and create a budget.
- Cathy Obits drafted the scholarship application process, which was a lot of work. Ms. Obits explained each document created as part of the application process including the application, preliminary student notification form, final student notification form, acceptance of award form, and college notification form.
- Ms. Obits noted she and Dr. Clark met with CTC students to discuss an experiential service project: how to best get the word out to their peers. Students noted that e-mail, high school announcements and webpages won't work. The common theme was that they wanted a human element; they were not as interested in only social media connections. One suggestion was having a presence at athletic events. We will also work through college access advisors and will be scheduling community conversations

CALL TO ORDER

**APPROVAL OF
AGENDA**

**APPROVAL OF
MINUTES**

**PUBLIC
PARTICIPATION**

**REPORT FROM
OPERATIONS
COMMITTEE**

Marketing and Communications Committee Report from Dawn Anderson, Co-Chairperson—

- Our Facebook page is active. We should post something each week and would like the entire Board to participate in finding information. Mr. Guzniczak and Ms. Moon will be the ones approving and posting information on the FB page.
- Ron Armstrong, owner of Armstrong Displays in Newaygo, has committed to work as part of the advisory committee and will provide materials for displaying at functions to promote the Promise Zone. Mr. Guzniczak has been working with Mr. Armstrong on the brochures and other information that needs to be presented to the public.
- Ms. Anderson shared drafts of some potential marketing brochures. Some designs from Mr. Armstrong will be transferrable to the website.
- We have not determined our website address yet. Dr. Clark noted there is a suffix that no one has taken in the State and that is .zone. What do Board members think about promise.zone and getting away from having "Newaygo" in the title? Some people are confused and believe this program is just for kids within the Newaygo city area, they don't realize it is for the Newaygo County area. We need to work on our communications so that people understand it is county-wide, not just the Newaygo city area. Mr. Jacobs also feels we need to have a phone number and address that is specific to the Promise Zone. We need a common point to manage the traffic.
- We need to be proactive with our news release. If there is anything you think needs to get out, please let the marketing and communications committee know.
- Ms. Anderson also noted that Baker College has asked for some clarity in the language that we publish so people know the amount that the PZ to Baker College will be equal to MCC's tuition cost.
- There are three career fairs in the near future: one on March 8th, the Fremont Business Expo on March 18, and the Newaygo Home & Garden Expo on April 22. The fee to participate for each event will be \$125. Dr. Clark noted that the career fair on March 8th for the CTC, will not charge the Promise Zone.
- The Promise Zone logo has changed slightly. The graphics designer from Armstrong Displays has been working with our student designer to move the logo to the left side of the lettering instead of the right. Also, the designer selected a font that is the most eye appealing.

**REPORT FROM
MARKETING AND
COMMUNICATIONS
COMMITTEE**

Fundraising Committee Report from Todd Jacobs, Representative—

- Mr. Jacobs presented the fundraising report.
- The committee meets again this Thursday.
- Through formal written pledges and verbal commitments, we have received more than \$560,000 of which more than \$510,000 is geared towards scholarships. Approximately \$363,000+ is anticipated to be received in year 1.
- We have invited a couple of community members to sit on fundraising advisory committee.
- Committee members have prospects to identify for contributing and will begin speaking with people in the community.
- Donation forms have been created and can be put on the website for people to make contributions. Pledge forms are also available for those who want to contribute over a period of time. Dr. Clark noted that payroll deduction forms have been distributed to all school districts in Newaygo County.

**REPORT FROM
THE FUNDRAISING
COMMITTEE**

During the month of March, operationally we need to get the word out and we need the help of the entire board. Dr. Clark is proposing putting together five evening events, one in each community and would be happy to check school calendars and present dates to the group, but would like commitment from this group that you will participate. We will use a modified branded presentation, present the application forms and brochures, and then allow for Q&A time. We will also be meeting with college advisors, counselors, building administrators, etc. during the school day to share information and answer questions.

**COMMUNITY
CONVERSATIONS**

What are your thoughts on locations? Should we hold meetings at schools, churches, county buildings, etc.? For Hesperia, Ms. Joppich's first choice would be the school and then the library as her second choice. In White Cloud, Mr. Bowman's preference would be the school. In Grant, Ms. Anderson's choice would be the Grant library. In Fremont, we could use an NC RESA facility. Dr. Clark will check with Mr. Guzniczak to see what his preference would be for the Newaygo area. Ms. Tuuk asked if we could advertise our Community Conversation meeting at local vendors. Yes, marketing can create something.

**COMMUNITY
CONVERSATIONS
(continued)**

16-36 – Motion by Jack Hendon, supported by Rebecca Tuuk to approve the amendment to the bylaws reflecting the addition of the Treasurer to officer position. Ayes—7; Nays—0. Motion carried.

**APPROVAL TO
AMEND BYLAWS**

16-37 – Motion by Deanna Joppich, supported by Woody Bowman, to approve Jack Hendon as the Newaygo County Area Promise Zone Treasurer. Ayes—7; Nays—0. Motion carried.

**APPOINTMENT OF
TREASURER**

16-38 – Motion by Jack Hendon, supported by Rebecca Tuuk to approve the transfer of \$1,500 into a Choice One NCAPZ bank account from the non-designated fund held at the Fremont Area Community Foundation. Ayes—7; Nays—0. Motion carried.

**APPROVE THE
TRANSFER OF FUNDS**

16-39 – Motion by Dawn Anderson, supported by Woody Bowman to approve Jack Hendon, Nate Sparks, and Cathy Obits as signatories on the account, with two signatures required on checks. Ayes—7; Nays—0. Motion carried.

**APPROVAL OF
SIGNATORIES ON
BANK ACCOUNT**

16-40 – Motion by Woody Bowman, supported by Jack Hendon to approve promise.zone as the suffix used on social media platforms. Ayes—7; Nays—0. Motion carried.

**APPROVE SUFFIX ON
MEDIA PLATFORMS**

Dr. Clark shared a Newaygo County Early College newsletter, giving details and highlights from the students who presented today and a report on the type of data that will need to be reported to the Department of Treasury. We can use this data as a metric for our work.

**INFORMATION FROM
PROMISE ZONE
MEMBERS**

Ms. Tuuk shared another article from a Tennessee newspaper about offering free college to adults in addition to high school students in Tennessee. Ms. Tuuk also noted there are still people who feel we will use a millage to provide money for the Promise Zone. Additionally, Ms. Tuuk noted she would love to see some way to get the wrap-around piece from the early college plan fit into the Promise Zone plan too, some sort of mentoring program for these students. Ms. Tuuk also noted we need to be careful that we are not only talking about college, but about careers as well.

If the application process/forms are acceptable, it would be great if the marketing committee could get the word out. Board members concurred the process/application is fine as presented. We will need to add a phone number.

6-41 – Motion by Jack Hendon, supported by Deanna Joppich to adjourn the Newaygo County Area Promise Zone Authority regular meeting at 12:48 p.m. Ayes—7; Nays—0. Motion carried.

ADJOURNMENT



Dr. Lori Tubbergen Clark, Chairperson