



# Newaygo County Area **PROMISE ZONE**

Ensuring Educational Opportunities for a Promising Tomorrow

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

Tuesday, November 14, 2017  
Regular Meeting Minutes

Present: Steve Witter, Dawn Anderson, Cathy Obits (ex-officio), Carla Roberts (ex-officio), Dr. Lori Tubbergen Clark, Mark Guzniczak, Woody Bowman (virtually), Jack Hendon, Holly Moon, Rebecca Tuuk (exited at 12:23 pm), Nate Sparks, Tom Boerger,

**CALL TO ORDER**

Absent: None

Visitors: Melissa Miller, Todd Jacobs, Dr. Dale Nesbary, Emily Truax

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

16-51 – Motion by Holly Moon, supported by Tom Boerger to approve the agenda. Ayes—9 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Tuuk, Sparks); Nays—0. Motion carried.

**APPROVAL OF AGENDA**

16-52 – Motion by Mark Guzniczak, supported by Jack Hendon to approve the NCAZ minutes from the regular meeting held on August 8, 2017 with requested revisions. Ayes—9 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Tuuk, Sparks); Nays—0. Motion carried.

**APPROVAL OF MINUTES**

Dr. Nesbary, President of MCC, approached the board. He congratulated the board for their rapid launch of the Newaygo County Area Promise Zone, adding that on average, startups take 4-5 years. He distributed a flyer promoting MCC student performances at Carnegie Hall, and shared that only one other college in the state of Michigan had the honor of performing at the prestigious venue. Dr. Tubbergen Clark expressed her gratitude for the excellent partnership with MCC.

**PUBLIC PARTICIPATION**

## Discussion and Informational Items

### a. Learnings From 2017 Cohort

Dr. Tubbergen Clark reviewed findings from the first cohort of students:

- MCC is granting a semester grace for students to meet Satisfactory Academic Progress (SAP).
- Data sharing will be restricted with proposed federal revisions to FASFA that are expected to begin in 2018-19.
- Cathy Obits suggested students submit transcripts at the end of each semester to validate credits attempted, credits earned, SAP, etc.
- With over 30 appeals, Dr. Tubbergen Clark is recommending a firm submission date for appeals as August 1 and December 1 of each year.

**DISCUSSION AND INFORMATIONAL ITEMS**

- ### b. Presentation of Actuarial Analysis with Current SET Estimates and 2017 Cohort Data
- was presented by Tubbergen Clark and both the January 2017 Actuarial Analysis and the November 2017 (based on fall semester data) Actuarial Analysis were distributed. Currently 103 students are Promise Scholarship eligible and attending MCC or Baker College. Total last dollar scholarship required for first semester for these students is \$171,998.00 (\$155,515.00-MCC and \$16,483.00-Baker College). Tubbergen Clark reminded the Board that the actuarial analysis that was presented at the February 2017 Board meeting was based upon the last three years of data from the post-secondary partners. Actual numbers based upon fall 2017 enrollment data with increased student enrollment and a 52% Rate of Financial Aid to Tuition (compared to 63% on trend data)

**REPORT FROM MARKETING AND COMMUNICATIONS COMMITTEE**

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increases our responsibility by nearly \$2 million dollars from now to 2025. As a Board we need to determine if the actual data merit modifying our eligibility criteria, our appeals process, our eligible institutions, etc. Board members had a discussion regarding impact on SET capture based upon other Promise Zones experience with a reduced capture due to ruling by the Michigan Tax Tribunal. Others inquired as to if other economic development abatement tools would impact our capture. Moon and Guzniczak will inquire and follow up with the board.

c. Marketing and Communications Subcommittee Report (Moon/Anderson):

- Events - Holly Moon reviewed events that were attended by Marketing and Communications subcommittee member(s). There was great value in attending the West Central MI Association of Realtors Annual Meeting.
- Promotional Banners – MasterTag generously offered Promise Zone banners for the local school districts.
- Realtor Signs – Newaygo County Career-Tech Students prepared exceptional signs for realtors. Any additional requests for signs should be directed to Holly Moon.

d. Fundraising Subcommittee Report (Witter):

- Gifts and Pledges – The committee is anticipating approval of a grant that may provide a significant contribution. An additional \$90,000.00 is also expected in future donations. Community members have been leading the charge with donations. Mr. Witter shared his appreciation for the support Todd Jacobs from the Fremont Area Community Foundation has given regarding grants and fundraising.
- Local Public-School Campaign – A goal of \$125,000.00 was set for public school district donations this year. Currently, NC RESA, Hesperia and Newaygo are the only local districts with payroll deductions. Members of the fundraising committee will be following up with local school district leadership.
- Sable Homes – Sable Home Developers will be donating \$250 for each home purchased between January and July in their new Newaygo development.
- Future Needs – A question was raised on the potential for meeting another 1.5-million-dollar goal based on future needs. Todd Jacobs expressed his opinion that the board carefully review criteria to establish realistic campaigns and giving.

**REPORT FROM  
FUNDRAISING  
COMMITTEE**

e. Operations Subcommittee Report (Hendon):

- New Board Members – Jack Hendon announced that Don VanSingel will be replacing the open seat vacated by Nate Sparks. Mr. VanSingel has many years of valuable experience serving as a legislator and on several boards within our community.
- Eligibility Criteria – Eligible institutions, total number of funded credit hours and revisions to the promotional flyer were all discussed. A maximum scholarship of 62 credit hours is necessary due to students dropping classes after the census date. Mr. Hendon clarified that any eligibility changes will not impact the 2017 cohort.
- Appeals – Firm dates for appeals are necessary as requests have been coming throughout the semester. Appeal dates will be set for August 1 and December 1.
- Promotional Flyer – Clarifications and approved changes to eligibility criteria will be made to the promotional flyer to support the application process.
- GPA – Discussion ensued on increasing the GPA to 3.0; and dropping Baker as an eligible institution. Dr. Tubbergen Clark offered a tiered approach for students enrolled in an eligible apprenticeship program in an employer located in Newaygo County.
- MSU/MCC Agricultural Science Scholarship – Mr. Sparks distributed a document listing 5 programs that are open at MCC. Three (3) Newaygo County students are currently dual enrolled in this program. The board will continue to review funding requests for this program and pursue local employers as partners.
- Application Form - Cathy Obits gave a brief overview of an electronic application form.
- Promise Zone Operating Budget – Money spent on marketing materials has amounted to approximately \$480.00. The largest donation has been in time. Hiring a coordinator

**REPORT FROM  
OPERATIONS  
COMMITTEE**

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will be necessary as the Promise Zone is spending roughly 12 hours collectively per week on administrative tasks.

16-53 – Motion by Steve Witter, supported by Tom Boerger to approve the payment of bills from August 8, 2017 through November 14, 2017, to Armstrong Display Concepts (\$448.07), Muskegon Community College (\$155,515.00) and to Baker College (\$16,483.00). Ayes—8 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.

**PAYMENT OF THE BILLS**

16-54 – Motion by Mark Guzniczak, supported by Steve Witter to approve MCC as the only eligible institution for the graduates of 2018. Motion amended to approve MCC as the only eligible institution in addition to including apprenticeship or approved training programs from other institutions that collaborate with local businesses for local employment. Ayes—8 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.

**APPROVE ELIGIBLE INSTITUTIONS FOR 2018**

16-55 – Motion by Steve Witter, supported by Dawn Anderson to nominate Dr. Lori Tubbergen Clark as the Newaygo County Promise Zone Authority Board Chairperson for the 2018 calendar year. Motion by Holly Moon, supported by Mark Guzniczak to close nominations. Ayes—8 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.

**APPROVE ELECTION OF CHAIRPERSON FOR THE 2018 CALENDAR YEAR**

16-56 – Motion by Steve Witter, seconded by Mark Guzniczak, to nominate Jack Hendon as the Newaygo County Promise Zone Authority Board Treasurer for the 2018 calendar year. Motion by Holly Moon, supported by Bowman to close nominations. Ayes—8 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.

**APPROVE ELECTION OF TREASURER FOR THE 2018 CALENDAR YEAR**

16-57 - Motion by Holly Moon, seconded by Tom Boerger to approve the Chairperson Tubbergen Clark as the Voting Member to the Michigan Promise Zone Association, and appoint Carla Roberts as Alternate Voting Member for 2018. Motion by Holly Moon, supported by Steve Witter to close nominations. Ayes—8 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.

**APPROVE VOTING MEMBERS TO THE MICHIGAN PROMISE ZONE ASSOCIATION**

16-58 – Motion by Jack Hendon, supported by Mark Guzniczak, to approve the subscription to Jotform, not to exceed \$250.00 for electronic submission of application forms and supporting materials. Ayes—8 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.

**APPROVE JOTFORM SUBSCRIPTION**

16-59 – Motion by Woody Bowman, supported by Holly Moon, to increase the eligible GPA to 3.0 for the 2018 cohort. Students enrolling into an approved apprenticeship program with local employment will be eligible on a tiered system with a 2.5 GPA. Ayes—8 (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.

**APPROVE MODIFICATIONS TO ELIBILITY CRITERIA**

Information from Promise Zone Board Members:

Holly Moon stated that an Associates Degree should be included in the marketing flyer.

Becky Tuuk shared two newsworthy articles that will be scanned and distributed with the minutes.

Lori Tubbergen Clark thanked Nate Sparks for his commitment and service to the Promise Zone Board.

**INFORMATION FROM THE BOARD**

**ADJOURNMENT**

16-60 – Motion by Mark Guzniczak, supported by Tom Boerger, to adjourn the Newaygo County Area Promise Zone Authority regular meeting at 1:08 p.m. Ayes— (Witter, Anderson, Tubbergen Clark, Guzniczak, Bowman, Hendon, Moon, Sparks); Nays—0. Motion carried.



Dr. Lori Tubbergen Clark, Chairperson

**Follow up notes post-board meeting regarding Michigan Tax Tribunal and Tax Abatements relative to their impact on the Promise SET Capture:**

*The County of Newaygo Finance Director provided two spreadsheets on the County's tax abatements. The Finance Director also clarified that the TIFA, DDA, and LDFA Districts do not change the value and will not impact our SET Capture because the money is just captured elsewhere. Abatements do not reduce the amount of the taxable value.*

*Michigan Tax Tribunal (MTT) and State Tax Commission (STC) changes are the only variables that may impact the Promise Zone SET capture and Newaygo County has very few of these cases to date.*