



Newaygo County Area Promise Zone Authority Board Meeting
Tuesday, August 14, 2018 at 11:30 AM
NC RESA Educational Services Center Board Room

REGULAR MEETING MINUTES

Present: Lori Tubbergen Clark, Jack Hendon, Holly Moon, Steve Witter, Tom Boerger, Rebecca Tuuk, Scott Rumsey, Don VanSingel
Absent: Woody Bowman, Dawn Anderson
Visitors: Emily Truax, Todd Jacobs, Jody Zerlaut

Chairperson Dr. Lori Tubbergen Clark called the meeting to order at 11:32 AM.

16.78 - Motion by Hendon, supported by Tuuk, to approve the agenda. Ayes – 8, Nays – 0. Motion unanimously carried.

Correspondence:

Letter of resignation from Mr. Mark Guzniczak - Dr. Clark noted that this is a difficult loss for the board. Mr. Guzniczak was the representative for the City of Newaygo and Economic Development. The Operations Subcommittee will be tasked with finding his replacement. Dr. Clark will send a note to Mr. Guzniczak on behalf of the board thanking him for his valuable leadership and service.

A thank you letter was distributed from Mrs. Dawn Anderson.

Approval of the May 8, 2018 Quarterly Board Meeting Minutes:

16.79- Motion by Rumsey, seconded by Moon, to approve the May 8, 2018 meeting minutes as presented. Motion unanimously carried.

Public Participation:

Cathy Obits was recently alerted to a phone scam involving college students being asked to make immediate tuition payments. Mrs. Truax will distribute an email warning to all Promise Scholars. This message will also be posted to the facebook page.

Dr. Steve Witter, Chair of the Fundraising Subcommittee, presented the following report:

\$1.5 Million Fundraising Goal

The goal to raise \$1.5 million is in sight. Currently \$1,338,000 is pledged for scholarship and operations, including a recent \$25,000 gift from the Dogwood Foundation. Mr. Witter noted that almost \$65,000 that is earmarked is designated from endowment funds, totaling close to \$100,000. Per quarter, payroll deductions from public schools and county employees average \$3,000. Along with the Gerber Foundation's grant of \$10,000 per year for five years, there is only \$50,000 remaining to reach the \$1.5 million goal. Dr. Witter voiced that this was an incredible challenge. The second highest donations come from individuals in this community.

Dr. Witter reminded the board that the \$1.5 million goal was based on assumptions that are no longer valid, and most likely won't be sufficient moving forward. He stressed the importance of building a strategy to continue the scholarships should the economy turn south. Dr. Witter is looking for a personal connection to the Meijer Foundation, as there may be an opportunity to receive some financial support.

Mr. Jack Hendon, Chair of the Operations Subcommittee, presented the following report:

NCAPZ Audit –Mr. Hendon reported on the progression of the first audit by Gabridge and Company which should be completed by August 20 and turned to the state.

2018 and 2019 Budgets– The budgets were reviewed by the board and included an estimated \$318,000 for the upcoming fall tuition payments. Some in-kind donations were not factored into the budget yet. Discussion ensued regarding the marketing proposal.

16.80 - Motion by VanSingel, supported by Moon, to approve the 2018 budget, with an amendment to include \$6200 for the marketing proposal. Motion unanimously carried.

Payment of Bills - The non-endowed fund at the end of June had a healthy balance of \$995,047.67. Mr. Hendon distributed the list of bills for the entire year. Only five checks were written. He reviewed the controls for payment with the board.

16.81 - Motion by Tuuk, supported by Berger, to approve payment of bills for 2018.

Financial Statement The board reviewed the financial statement provided by H & S. Motion by Moon, supported by Witter, to approve the financial statement as presented.

By-law Amendments – By-laws were distributed which reflected the recommended changes. The revisions included appointing a secretary as an officer at the next annual meeting, and referring to the Board as the Board of Directors in lieu of the Board Authority.

16.82 - Motion by VanSingel, supported by Rumsey to adopt the by-laws as amended.

Board Policies - It was recommended by the auditors to develop policies surrounding a code of ethics, confidentiality, duties of officers, compensation and investment of funds, which are listed according to state statute. Additionally, the Promise Zone should have an annual meeting each year. The board agreed to hold their first annual meeting at 11:00 am on November 13, 2018. A threshold for bids on purchases was set at \$2500. Mr. VanSingel noted the need to include a provision to appoint a chairperson if the chairperson was absent.

16.83 - Motion by Moon, seconded by Tuuk, to approve the policies with revisions. Motion unanimously carried.

E & O Insurance – Error and Omission insurance has been recommended to cover the Board of Directors and any future employees. Mr. Hendon will put bids together for the next agenda.

Enrollment – Dr. Clark noted that 62 of the 81 students from the 2017 cohort are returning, which is better than the 50% national average. For the 2018 cohort, 66 out of the 95 accepted have enrolled. A firmer number will be presented at the November meeting.

Mrs. Holly Moon, Chair of the Marketing Subcommittee, presented the following report:

Conceptual Marketing Plan/Messages– The marketing team has diligently worked to develop a marketing proposal, which incorporates messaging, activities for student/parent engagement and promotional materials for each grade level. Mr. Berger added that the committee has strategically included the younger elementary students. This is to develop a career and college mindset with both parents and students as early as possible. If the marketing proposal is approved, the WeCAN! College access network would partner and match funds. Mrs. Moon recommended that \$6200 be added budget to support the proposal and added that a similar amount may be needed every other year.

Marketing Partnership with WeCAN! – The sustainability committee workforce met with WeCAN to address the need to fundraise for the College Access Network. Their focus is similar to the Promise Zone and the question was raised how we could work together to merge our efforts. Because of the different operating structures, a merger cannot happen at this time, but a partnership is being developed to work collaboratively, beginning with marketing.

16.84 - Motion by Hendon, supported by Tuuk, to approve the marketing proposal and partner with WeCAN! for the \$6000 estimated commitment.

Mrs. Rebecca Tuuk, Chairperson of the Promise Success Initiative Subcommittee Report, presented the following report:

Detroit Promise Webinar – Two webinars are available for Promise Zone Board Members to develop capacity to help students encountering roadblocks and provide encouragement for continuing their path to a degree.

Potential Partnership with Hope College - Dr. Clark will hold a conference call with Hope College asking their students to help with a national research project framed around how to have positive impact on the post-secondary persistence and completion rates of low income, first generation college students from rural, isolated communities. She will report back on the outcome of that meeting.

Information from Promise Zone Board Members

- Volunteers are needed for College and Career Night Out on October 4 at Fremont High School to talk to students about college and hand out t-shirts. Mrs. Tuuk offered to help.
- The annual meeting will be posted for 11:00 am on November 13, 2018. Enrollment data and an audit report will be presented. Mr. VanSingel recommended that we contact the media and local superintendents.
- Chuck Wilber will be asked to look at the Actuarial Analysis again once fall numbers are confirmed.

16.85 - Motion by Hendon, seconded by Boerger to adjourn. Motion carried unanimously.

Meeting adjourned at 12:47 pm.

Lori Tubbergen Clark

Dr. Lori Tubbergen Clark, Chairperson

PROMISE ZONE AUTHORITY ANNUAL CERTIFICATION OF COMPLIANCE

We, the undersigned, as authorized officers of the qualified Newaygo County Area Promise Zone Authority (the "Promise Zone Authority"), as evidenced by the attached Certificate of Incumbency, certify that the Promise Zone Authority is in compliance with Act 549, Public Acts of Michigan, 2008, Michigan Promise Zone Authority Act, MCL 390.1661 *et seq*, as amended; and with the Promise Zone Authority's approved Promise Zone Development Plan.

Rori Subbergen Clark
Newaygo County Area Promise Zone Authority Chairperson

11-13-18
Date

Jan Hendriks
Newaygo County Area Promise Zone Authority Treasurer

11-13-18
Date

Catherine Abbott
Newaygo County Area Promise Zone Authority Secretary

13 Nov 18
Date