



**Newaygo County Area Promise Zone
Authority Board Meeting Minutes
Tuesday, February 11, 2020
NC RESA Educational Services Center Board Room**

Present: Lori Tubbergen Clark (chairperson), Dawn Anderson, Jack Hendon, Holly Moon, Carla Roberts, Tim Rossler, Scott Rumsey, Scott Swinehart, Don VanSingel

Absent: Tom Boerger, Don VanSingel

Visitors: Chery Flannery, Sarah Dixon, Elizabeth Mansfield, Melissa Miller, Jody Zerlaut, Corinne Toth (Recorder)

Chairperson Dr. Lori Tubbergen Clark called the meeting to order at 11:30 a.m.

Approval of the Agenda:

Motion by Moon, supported by Swinehart, to approve the agenda. Ayes – 9, Nays – 0. Motion unanimously carried.

Approval of Meeting Minutes:

Motion by Hendon, supported by Rossler, to approve the November 12, 2019 Regular Meeting Minutes as presented. Ayes – 9, Nays – 0. Motion unanimously carried.

Public Participation:

Dr. Clark shared that Sheriff Mendon, Undersheriff Chad Palmiter, and two deputies stopped in briefly to present a check to the Promise Zone for \$2,160 from funds received in their December fundraising campaign. Unfortunately, an incident requiring their assistance prevented them from officially presenting the check during the public participation portion of the agenda.

Scott Swinehart, member of the Fundraising Subcommittee presented the following report:

- Our current fund balance is approximately \$542,000 in available funds for scholarships with \$68,000 in the endowment fund. We also have approximately \$150,000 in pledges receivable. The \$150,000 is in addition to the \$542,000 currently available.
- For the last two years we have participated in Giving Tuesday, and we have received approximately \$11,000 this year. It does not appear that Giving Tuesday is extremely successful, but the additional \$11,000 is beneficial.
- We were able to meet the full \$5,000 in our matching funds campaign.
- With help from the Michigan Promise Zone Association, we were able to get advice on creating/sending an annual appeal letter to current donors, and roughly 430 letters were sent. We anticipate receiving \$11,573.71 as a result of the appeal letter.
- The Fundraising Subcommittee has been restructured as we have combined efforts with WE CAN. The subcommittee will now include current members (Witter, Swinehart, VanSingel, Hendon and Tuuk) and will add representatives from WE CAN (Paul Dudeck, Dr. Clark and Melissa Miller).
- We have had one successful capital campaign and may need to look at having a second campaign.
- We are considering creating a fundraising calendar to host events throughout the year (i.e., golf outing, silent auctions, etc.). One event will take place on March 17 and 18. There will be a donor event at Gerber to allow employees and vendors hear about the Promise Zone and give them an opportunity to support the program. The subcommittee will meet on March 3 to finalize details. If this event goes well, we will look to do this at other locations. We are planning to purchase 1,000 pens for those who attend donation meetings.

Mrs. Dawn Anderson, Co-chair of the Marketing Subcommittee, presented the following report:

- We have been meeting diligently to get things ready for classrooms/students to make students more aware of the Promise Zone. Third grade students will receive rulers and will go through a process somewhat like a treasure map to pique interest in their future careers. Students will be asked pre- and post-questions. Seventh grade students will receive a notebook and postcard with information. At the high school level, students will receive a water bottle with an attachment containing important information. Newaygo Public Schools is piloting this program. Fremont Public Schools is anxious to get this



information to students as well. We are waiting to hear from Meijer if they will be donating gift cards to teachers who help with this initiative.

- We need to keep getting information out to people who might not know what the Promise Zone is or does. The co-branding between the Promise Zone and WE CAN will be a big help.

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

- We have held a group meeting in each of the five districts. We are considering changing the title of the groups, but the concept will remain the same.
- Dr. Clark shared a list of how many credits students have taken and how many students have graduated through the Promise Zone.

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

- We have had a trending problem in that we have had more students participate in Promise Zone than anticipated, they have received less financial aid (from other sources) than what we budgeted for, and we have had an increase in tuition costs that we did not budget for when we created original report.
- Cathy Obits explained an updated actuarial analysis. While we initially wanted to raise \$1.5 million to support the Promise Zone, we are finding that we need more. If we stayed the course in our current fundraising, we will be in deficit. The year 2025 is when the SET capture would offset our negative balance. If we reduce the number of students we accept into the program, 45 students next year would be the maximum we could fund, we would still have a financial issue, but it would be more manageable. If we allow the same number to enter as we have in past years, we would need to find a way to reduce tuition. Dr. Clark added that dual enrollment students currently pay in-county tuition rates, but the Promise Zone pays out-of-county tuition rates because these students are no longer in high school.
- Mr. Hendon noted he is not sure how the investment fund is doing at the Foundation right now, but with these projections, we would be out of funds in 2 years.
- Mr. Hendon closed his report by sharing the December financial report, general ledger, and proposed amended budget. Some adjustments have been made in marketing costs and personnel wages as a result of our integration with WE CAN.
- Dr. Clark asked members review the integration documents between the Promise Zone and WE CAN. This documentation provides for a working plan.
- Dr. Clark shared two draft job descriptions: Student Advancement Assistant/Success Coach (full time) and Fundraiser. These two positions can be posted this afternoon if approved by the board today. By adding success coach duties to the administrative assistant position, it will give this individual student interaction. The Fundraiser will be a .3 FTE position that will focus solely on fund raising efforts.

Action Items:

Budget Amendment – Motion by Witter, supported by Anderson, to approve the amended budget as presented. Ayes—9; Nays—0. Motion carried.

Job Description for Student Advancement Assistant/Success Coach – Motion by Moon, supported by Hendon, to approve the new job description for a Student Advancement Assistant/Success Coach. Ayes – 9; Nays – 0. Motion carried.

Job Description for Fundraiser – Motion by Witter, supported by Tuuk, to approve the new job description of a Fundraiser. Ayes – 9; Nays – 0. Motion carried.

Job Termination – Motion by Moon, supported by Hendon, to approve the termination of Leslie Dahlquist. Ayes – 9; Nays – 0. Motion carried.

New Language Adoption – Motion by Anderson, supported by Rossler, to approve the language to include “up to 62 attempted credits” on marketing and communication platforms. Ayes – 9; Nays – 0. Motion carried.

Dr. Clark noted that there has been difficulty tracking how many credits we have paid on behalf of each student. MCC has now provided a sample invoice to assist in the tracking of credits. This new format will include all student names and help us to determine how many credits each student has attempted/earned and will allow us to track attempted credits.

Resignation – Motion by Moon, supported by Hendon, to accept the resignation of Tom Boerger as a Newaygo County Area Promise Zone Board Authority member. Ayes – 9; Nays – 0. Motion carried.

Dr. Clark noted that Mr. Boerger is moving back to Nebraska and he thanked the board for the opportunity to serve.

Information from Promise Zone Board Members:

Apprenticeships -

Lori Tubbergen Clark shared a list of all apprenticeships within a 50 mile radius of Fremont. The Department of Labor (DOL) approved apprenticeships are funded by the Promise Zone, and non-DOL apprenticeships will need to come to the board for approval on a case by case basis.

If an apprenticeship is not listed or if the business is more than 50 miles away than the apprenticeship will need to be brought before this board. Students should work through their College Access Advisor for information on apprenticeships or through Ms. Spedowske at the CTC. NC RESA will host a skills challenge next fall for where and companies who offer apprenticeship programs can meet with students.

Motion by Moon, supported by Tuuk, to adjourn. Ayes – 9, Nays – 0. Motion unanimously carried.

Meeting adjourned at 1:48 pm.

Dr. Lori Tubbergen Clark, Chairperson