



Newaygo County Area Promise Zone Authority Board Meeting
Tuesday, February 9, 2021
Meeting Held Virtually

REGULAR MEETING MINUTES

Present: Lori Tubbergen Clark (chairperson), Jack Hendon, Dawn Anderson, Tim Rossler, Scott Rumsey, Scott Swinehart, Don VanSingel (arrived at 11:40 am), Becky Tuuk, Dick Dunning, Cathy Obits, Holly Moon

Absent: Kathy Pope

Visitors: Melissa Miller, Jody Zerlaut, Pat Brown, Cheryl Flannery, Loretta Towne, Elizabeth Mansfield, Sarah Dixon, Emily Truax (Recorder)

Mrs. Holly Moon and Mr. Dick Dunning took the Oath of Office.

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

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

Mr. Dick Dunning, a new member on the Promise Zone Board of Directors, was introduced the board. Mr. Dunning serves as an active member on several boards, has a background in the financial area, and feels strongly about supporting education in Newaygo County.

Motion by Tuuk, supported by Hendon, to approve the appointment of Mrs. Kathryn Pope as a non-voting, ex-officio member to the Newaygo County Area Promise Zone Board of Directors. Ayes – 10, Nays - 0. Motion unanimously carried.

Motion by Rossler, supported by VanSingel, to approve the November 10, 2020 Annual and Regular Meeting Minutes. Ayes – 10, Nays - 0. Motion unanimously carried.

Public Participation:

Dr. Tubbergen Clark opened the floor for public comment. There were none.

Mrs. Moon presented the following report on behalf of the Fundraising Subcommittee:

- The annual appeal campaign raised \$14,115, which is almost \$3,000 more than the 2019 appeal campaign. Giving Tuesday raised \$1,350, and the 2020 payroll deductions amount to \$16,737, compared to \$17,023 in 2019.
- Mrs. Moon shared that her goals for the next Fundraising Subcommittee meeting are to restructure the reports, define the yearly goals, and create a simplified tracking spreadsheet.
- Revisions were made to the Paypal account to include donor address and phone number. Mrs. Moon thanked H & S for their assistance.
- A "Happy New Year" card will be mailed soon to donors.

Mrs. Miller presented the following report on behalf of the Marketing and Communications Subcommittee:

- The marketing plan to increase post-secondary awareness at the elementary level has been difficult to continue under the COVID-19 conditions, however lesson plans will be delivered to 5th grade students at Fremont and Newaygo Public schools this week.
- As Mrs. Miller transitions to the Interim Chair of the Marketing and Communications Subcommittee, the Promise Zone facebook page will be transitioning as well. The new page will be forwarded to the board in the upcoming weeks.

Mrs. Obits presented the following report on behalf of the Operations Subcommittee:

- Two, 4-year seats on the board were appointed by legislators. Holly Moon was appointed by the Senate, and Dick Dunning was approved by the House. There is one vacancy left for the board to fill.
- Michelle Dubois submitted her resignation. The .3 FTE and fundraising duties will be transitioned to Mrs. Towne, while the student success coaching responsibilities will be transferred to a new position.

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- A final MOU has been signed between the Promise Zone and MCC. We are thankful for their partnership.
- A three-year projected cashflow report was reviewed which indicated \$438,000 in SET capture last year. The Promise Zone's fundraising goal was set to \$50,000 to help offset extra activities like marketing, and administrative expenses are set between \$26,000 – 40,000 per year with a 3% increase year over year. The tuition rates decreased in 2022 due to the new rates established between the Promise Zone and MCC.

Action Items:

Resignation of Michelle Dubois: Motion by Moon, supported by Tuuk, to accept the resignation of Michelle Dubois as Fundraiser. Ayes – 10, Nays - 0. Motion unanimously carried.

.3 FTE Fundraising: Motion by Tuuk, supported by Swinehart, to approve the .3 FTE fundraising budget to be allocated to Loretta Towne, who will be assuming those duties. Ayes – 10, Nays - 0. Motion unanimously carried.

Information from Promise Zone Board Members:

Dr. Clark requested that board members review the subcommittee assignments and submit any changes or additions by March 1.

The board discussed the Michigan Reconnect program created by Governor Whitmer that supports adults ages 25 years and older with a free community college degree, however, those that do not live in a county with a community college do not receive full benefits and will be asked to pay tuition and fees related to out-of-district costs. This creates yet another inequity within rural communities. Dr. Clark will discuss this issue with Representative VanSingel on Friday, and the board agreed to support a resolution advocating for an expansion of this program. While full benefits of the Michigan Reconnect and Futures for Frontliners program is not available for Newaygo County residents, the FAFS does provide some adult scholarship opportunities. The FAFS will provide data to understand the number of scholarships awarded and how many scholarships their program could potentially fund.

Motion by Rossler, supported by Hendon, to adjourn. Ayes – 10, Nays - 0. Motion unanimously carried.

Meeting adjourned at 12:24 pm.

Dr. Lori Tubbergen Clark, Chairperson