



Newaygo County Area Promise Zone Authority Board of Directors Meeting
Tuesday, February 7, 2023
NC RESA Educational Services Center Board Room

REGULAR MEETING MINUTES

Present: Blake Prewitt (chairperson), Scott Rumsey, Becky Tuuk, Tim Rossler, Pat Brown, Dawn Anderson, Holly Moon, Scott Swinehart, Dick Dunning, Kathy Pope

Absent: Don VanSingel, Jack Hendon

Visitors: Melissa Miller, Chelsea Reynhout, Loretta Towne (recorder)

Chairperson Blake Prewitt called the meeting to order at 11:30 a.m.

Approval of the Agenda:

Motion by Tuuk, supported by Dunning, to approve the agenda as presented. Ayes – 9, Nays – 0. Motion unanimously carried.

Approval of Meeting Minutes:

Motion by Moon, supported by Swinehart, to approve the November 22, 2022, Annual and Regular Meeting Minutes as presented. Ayes – 9, Nays – 0. Motion unanimously carried.

Public Participation:

Blake opened the floor for public comments. There were none.

Scott Rumsey presented the following report on behalf of the Operations Subcommittee:

- The cash flow report was shared. Overall, our budget is in good shape, receiving a \$50,000 donation at the end of the year helped to put our fundraising over our anticipated amount and expenses came in less, leaving our year end fund balance for 2022 at \$585,224.
- Kathy asked about Jack's research for a better interest rate, there was no update at this time.
- Kathy cautioned on including the General Ledger with our Board agendas because it includes individual giving names and amounts, specifically of Board Members. She recommends that this be kept confidential, possibly look to see if the report could be exported differently without names of donors.
- The Promise Scholarship application is currently open. As of February 1, we have received 79 applications, in comparison at the same time in 2022, 109 were received and in 2021, 43 were received.
- Blake shared the idea of reading a John Carver book on the Board Governance Model. The book helps to explain the role of the Board, how to keep executives accountable, budgeting properly, etc. Blake will present a summary for review and discussion at a future meeting.
- Melissa shared some staffing considerations. The \$50,000 gift received was to allow us to increase our success coaching. A full-time contracted position would be about \$54,000, whereas a salaried position would be around \$76,000. Chelsea's current 0.6 FTE is funded by NCRESA and FAF grant funds. Transferring 0.3 FTE of her current salary to the Promise Zone would be \$16,000. We are looking to add a full-time coach and the 0.3 FTE to the Promise Zone budget. This would be another step into sustainability as we realize funding from NCRESA and FAF are not guaranteed each year.

- Melissa shared about our SET capture and that legislation allows for SET dollars to be used in three categories – scholarships, administration, and programming. No more than 15% of SET can be used for administration. We will begin earmarking 14.9% each year of our SET for administration in our budget. This does not need board approval, but we are wanting to make the Board aware that they will begin seeing this designation in the budget moving forward.
- Scott Swinehart asked about the hiring process of a new Success Coach and wanted to make sure Chelsea will be involved in the process. The new Coach will need to be a good fit for the team.
- Holly asked what the hiring of another Coach means for Loretta’s time/position.
- Scholarship eligibility, specific to our GPA requirement, was discussed around liability, timing, and sustainability. The Operations Committee is looking to lower the GPA requirement to 2.75 or 2.50, we are close to the point of bringing this change to the Board for approval, probably in the next budgeting cycle.

Holly Moon presented the following report on behalf of the Fundraising Subcommittee:

- The fundraising total for 2022 was \$151,911.90. In comparison, the 2021 total was \$105,281.10 and so far for 2023 we have received \$2,450.
- The Sponsor-A-Scholar campaign has brought in \$21,000 since beginning in July 2022.
- The 2022 year-end appeal mailing has received \$19,685. In comparison, the 2021 appeal received \$17,795 and the 2020 appeal received \$13,990.
- Holly shared appreciation to all our Board members that have supported our fundraising efforts.
- All Board members were asked to provide their signature to be used electronically for “signing” donor thank you letters for gifts \$50,000+. Kathy shared concern about how these would be electronically stored and who would have access to them.
- The Fundraising Committee is hoping to have a video produced of our larger donors to help leverage their support and garnish other gifts from the community.
- There is a PowerPoint presentation available for anyone to use if presenting to groups/organizations. Holly will be presenting to the Retired Teachers Association in June and the Fremont Lions Club in March.
- Holly is working with Gerber Life Insurance to continue their support and Melissa is working with Nestle/Gerber to also continue their support.
- The Sponsor-A-Scholar brochures have been placed in several businesses around the county.
- Let’s Glow Newaygo County is an ultra-marathon 24-hour event happening on June 17, 2023. The Promise Zone has been selected to be a recipient of some of their proceeds. The event will take place in Fremont at Luce Mill Farm. It is a family friendly event. The Promise Zone will be able to have a booth at the event. Details are still developing but volunteer support will be needed. Thank you to Michelle Dubois for helping to make this connection. Scott Swinehart said this is a great opportunity for the Promise Zone to show the community we are willing to partner for similar events in the future. Dawn wondered if current or past Promise Scholars could volunteer or be invited to participate.
- Dick shared that he has had a few conversations with County Commissioner, Bryan Kolk, regarding the county’s ARPA funds, there might be some possibilities there.
- Other potential donors could be local dentist offices, i.e. Dr. Josh Fair, this could be an opportunity to challenge their employees to give or have Sponsor-A-Scholar brochures placed in their offices. In addition, the Gerber Federal Credit Union was mentioned, Kathy will help Holly to connect with them.
- The Board identified the overall need to continue to share information about the Promise Zone with the community, a reminder to keep talking to your connections.

Becky Tuuk presented the following report on behalf of the Promise Success Initiatives Subcommittee:

- In December, during exam week, a Snack & Study event was held. This event allowed students a place to connect, unwind or have quiet time. There was food and supplies and a “grab & go” table in the hallway. Twenty-nine students attended.
- There have been 58 one-on-one student connections so far this school year.
- There was a winter semester incentive email sent for the first 3 students to schedule a meeting with Chelsea to receive an MCC water bottle filled with goodies. The 3 meetings were scheduled within an hour.

- A mailing will be going out to all scholars. Specific cards for those that made the President's or Dean's list (32% of renewal scholars and 21.5% of new scholars) but also words of encouragement to all students.

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

- College Access Advocacy Day will be held in Lansing on March 21. Anyone is welcome to attend. This year MPZA has been asked to help in identifying specific advocacy topics.

Action Items:

Full-Time Success Coach: Motion by Rumsey, supported by Rossler, to approve moving forward with the process of hiring a full-time Success Coach. Ayes – 9, Nays – 0. Motion unanimously carried.

Success Coach 0.3 FTE: Motion by Brown, supported by Dunning, to approve moving 0.3 FTE of the current Success Coach into the Promise Zone Budget. Ayes – 9, Nays – 0. Motion unanimously carried.

Information from Promise Zone Board Members:

Scott Swinehart shared that he will be attending a career fair at Newaygo Middle School in March. He would love to take Promise Zone flyers and promotional materials with him.

Adjournment:

Motion by Swinehart, supported by Rossler, to adjourn. Ayes – 9, Nays – 0. Motion unanimously carried.

Meeting adjourned at 12:31 p.m.



Blake Prewitt, Chairperson