

## MINUTES

### COMMUNICATIONS AND MEMBER SERVICES COMMITTEE MEETING MARIN COUNTY EMPLOYEES' RETIREMENT ASSOCIATION (MCERA)

Retirement Board Conference Room  
One McInnis Parkway, 1<sup>st</sup> Floor  
San Rafael, CA

October 5, 2010 - 9:00 A.M.

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#### **CALL TO ORDER**

Chair Wofford called the meeting to order at 9:03 A.M.

#### **ROLL CALL**

PRESENT: Greg Brenk, Michael Smith, Karen Wofford

ABSENT: Jim Phillips, Sean Webb

#### **MINUTES**

It was M/S Brenk/Smith to approve the June 29, 2010, Members Services Committee Meeting Minutes as submitted. The motion was approved by unanimous vote.

It was M/S Smith/Brenk to approve the July 6, 2010, Communications Committee Meeting Minutes as submitted. The motion was approved by unanimous vote.

#### **A. OPEN TIME FOR PUBLIC EXPRESSION**

No public comment.

#### **B. OLD BUSINESS**

##### 1. Consider and discuss options for providing member education

Retirement Administrator Wickman stated that MCERA will be working with the City of San Rafael to develop a joint benefits seminar in order to test the concept of conducting seminars at sponsor locations.

Trustee Smith suggested that medical benefit information be included in the seminars. Mr. Wickman noted that general information about medical benefits is included in the presentation. Communications Associate Syd Fowler also noted that MCERA representatives participate in the County benefits fair and recently attended the benefits fair for the City of San Rafael.

The discussion turned to the packet of material that new hires receive when they join MCERA. The Administrator indicated that staff is looking at updating this material. Trustee Smith suggested adding a standard cover letter. Mr. Wickman indicated that all the materials including the cover letter were being updated.

Other potential member education projects include developing a pre-retirement seminar to provide an overview of the disability process. A discussion followed which included a

suggestion to inform employers about the distinction between workers compensation and disability retirement.

Administrator Wickman said that an update to the Member Handbook is in process. Trustees Smith and Brenk encouraged its publication in pamphlet form and on the website. Other ideas discussed by the Committee included maximizing the use of pamphlets and the website as educational tools, and notifying members by postcard when they reach significant milestones such as being vested or eligible for retirement.

The Committee determined to include recommendations for member education in the Communications Plan.

2. MCERA Communications Plan Development Update

The Committee reviewed an outline for the Communications Plan outline provided by Ms. Fowler, who stated that objectives and strategies would be discussed at the next meeting. Chair Wofford voiced her approval of the outline.

Ms. Fowler reported that different pathways for website upgrades are available, and Mr. Wickman stated his preference to utilize the County's web resources with an eye toward a design that would be unique to MCERA.

C. NEW BUSINESS

1. Discuss and potentially approve topics and copy for Fall MCERA newsletter

Chair Wofford led a detailed review of the newsletter copy, with the focus on clarifying language. Committee members acknowledged members' concerns about changes in health care benefits and the timeliness of communications to members.

The Committee considered additional subject matter for the newsletter, including: the factors affecting a decision to withdraw or retain pension contributions as a deferred member; age and time requirements for retirement; and vested vs. non-vested service. Committee members agreed to consider developing more comprehensive information on deferred status at a later time.

Administrator Wickman proposed further discussions in support of Trustees Smith and Brenk's suggestion to replace the investment update in the newsletter with a discussion of the fund's strategic goals and performance in achieving those goals.

The Committee reacted favorably to Ms. Fowler's proposal to enhance the newsletter's color palette and to issue-number modifications.

2. Discuss agenda topics for next meeting.

For future newsletters, Ms. Fowler proposed providing brief biographies and photographs of the Trustees, along with an explanation of their fiduciary duty and a description of the workings of the Board.

The Committee determined to meet next on the first Tuesday of January 2011.

There being no further business, Chair Wofford adjourned the meeting at 11 A.M.

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Karen Wofford, Chair

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Attest: Jeff Wickman, Retirement Administrator