

## MINUTES

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

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

January 4, 2011 - 9:00 A.M.

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#### **CALL TO ORDER**

Chair Karen Wofford called the meeting to order at 9:04 A.M.

#### **ROLL CALL**

PRESENT: Maya Gladstern, Howard McFarland, Jim Phillips, Sean Webb, Karen Wofford

ABSENT: Greg Brenk

#### **MINUTES**

It was M/S Webb/Wofford to approve the October 5, 2010, Communications and Member Services Committee Meeting Minutes as submitted. The motion was approved by unanimous vote.

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

Marin County Association of Retired Employees (MCARE) representative Ann Gregory reported on the group's difficulties with maintaining current addresses for its newsletter recipients.

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

1. Consider and discuss options for providing member education

Communications Associate Syd Fowler reported that a Welcome Guide for new members has been developed. This Guide will provide an overview of such topics as eligibility for membership, required documentation, system administration, and an explanation of contributions and annual benefits statements. A summary of service credit and reciprocity information will also be provided, along with a review of the retirement process and other matters. Retirement Administrator Jeff Wickman said that updating the Member Handbook will be the next priority for communication deliverables.

2. MCERA Communications Plan Development Update

Communications Plan development efforts have been delayed due to the intense effort surrounding the CPAS implementation.

3. Other

Mr. Wickman reported that planning is underway to conduct a joint pre-retirement and benefits workshop with the City of San Rafael. Plans for such a workshop depend on availability of city staffing.

The potential for providing a disability presentation/seminar was discussed. Board Chair Gladstern observed that other county retirement systems are discussing the concept of providing disability presentations for their plan sponsors.

**C. NEW BUSINESS**

1. Discuss and potentially approve topics and copy for Winter MCERA newsletter (Action)  
Ms. Fowler presented draft newsletter copy which the Committee reviewed in detail. Ideas for future newsletter topics included Trustee Phillips' concept of an interview with retired Trustee Michael Smith, as well as an article he offered to write on changes affecting the retirement system over the last few years.

A regular newsletter feature on investments was recommended by Trustee Webb. He suggested having articles written by the investment consultant to broaden the scope and knowledge about each aspect of the investment portfolio, and including a glossary of investment terms in the Member Handbook. Trustee Phillips recommended including detailed investment information on the website. Trustee McFarland suggested including a glossary of key investment terms in the newsletter.

The Committee agreed to include biographical data on the Trustees in the newsletter. Ms. Fowler provided an outline of potential biographical information which the Committee reviewed and discussed. Trustee Phillips encouraged continued transparency by informing members about different components of system administration and benefits management.

2. Consider developing public relations plan  
Mr. Wickman described MCERA's participation in a Marin County led program focused on enhancing communications about the activities of the different County departments. Ms. Fowler is the MCERA representative on the team that is developing a plan for better communication with County employees and the general public. Trustee Phillips applauded that effort and encouraged continued coordination.
3. Discuss agenda topics for next meeting.  
No discussion.

There being no further business, Chair Wofford adjourned the meeting at 10:30 A.M.

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Karen Wofford, Chair

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Attest: Jeff Wickman, Retirement Administrator