

**Missouri Higher Education Savings Program
Minutes of the MOST Board Meeting**

Harry S. Truman State Office Building – Room 400
Jefferson City, Missouri
September 22, 2010

Item I: Call to Order

Treasurer Clint Zweifel called the meeting to order at 1:00 p.m.

Item II: Roll Call

MOST Board Members present were Treasurer Clint Zweifel, Commissioner Kelvin Simmons, Commissioner David Russell, Representative Sally Faith, Mr. John Klebba.

Treasurer Zweifel's office staff present were: Jon Galloway, Brandon Fuhr, Bruce Ring, Matt Vianello and Debbie Schertzer.

Upromise/Vanguard staff present were: Stewart Duffield, Patricia Brady, Janet Kottman and Miriam Broaddus.

Other guest: Tami Holliday.

Item III: Approval of June 23, 2010 Board Minutes

Representative Faith moved to approve the minutes from the Board meeting held on June 23, 2010. Mr. Klebba seconded the motion, and the motion passed unanimously.

Item IV: Approval of August 26, 2010 Board Minutes

Representative Faith moved to approve the minutes from the Board meeting held on August 26, 2010. Mr. Klebba seconded the motion, and the motion passed unanimously.

Item V: Follow up Items

There were no follow-up items.

Item VI: MOST Advisor Marketing Plan Draft Review

Jon Galloway briefly explained the draft marketing plan timeframe. Once board feedback is received a final plan will be presented for approval at the December meeting. Patricia Brady presented an overview of the MOST Advisor Marketing Plan Draft, highlighting changes and addressed questions from the board. She will follow-up and provide an advisor baseline report to the board.

Item VII: MOST Direct Marketing Plan Draft Review

Miriam Broaddus presented an overview of the MOST Direct Marketing Plan Draft noting new growth goals, partnering with Radio Disney and changes to the account owner webpage.

Item VIII: Quarterly MOST Report

Stewart Duffield presented an overview of the Quarterly MOST Report noting cash flow being just under projected contributions. He will follow-up with actual numbers. Treasurer Zweifel noted it would be helpful to have national data comparison. Ms. Broaddus gave an overview of the marketing campaigns noting the number of new accounts. Janet Kottman highlighted recent outreach efforts.

Item IX: Quarterly WATCH Report

Bruce Ring presented a brief overview of the Quarterly WATCH Report. There are no recommendations to add or remove funds on watch status. Discussion ensued regarding moving funds in or out of watch status.

Treasurer Zweifel reminded the Board that the Program Manager proposal deadline is set for October 8, 2010 for the Direct Plan and Advisor Plan.

Treasurer Zweifel introduced new staff member, Matt Vianello, Assistant General Counsel.

Treasurer Zweifel moved to adjourn. The motion was seconded by Mr. Klebba. The meeting was adjourned.