

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

Governor Office Building – Conference Room 315  
Jefferson City, Missouri  
September 23, 2009

**Item I: Call to Order**

Deputy State Treasurer Mark Mathers called the meeting to order at 1:00 p.m.

**Item II: Roll Call**

MOST Board Members present were Deputy Treasurer Mark Mathers (proxy for Treasurer Clint Zweifel), Deputy Commissioner Paul Wagner (proxy for Dr. Robert Stein), Deputy Commissioner Walter Pearson (proxy for Commissioner Kelvin Simmons), Mr. Thomas Baumgardner, Ms. Judy Gerhke (proxy for Director Katie Steele Danner), and Mr. John Klebba.

State Treasurer's Office (STO) staffs present were: Jon Galloway, Angie Robyn, Ryan Turnage, Brandon Fuhr and Debbie Schertzer.

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

**Item III: Approval of Minutes**

Mr. Baumgardner moved to approve the minutes from the previous Board meeting held on June 16, 2009. Mr. Pearson seconded the motion, and the motion passed unanimously.

**Item IV: Follow up items**

Patricia Brady addressed a follow-up item regarding a participation report, sorted by zip code. Thomas Baumgardner asked how the report will be used. Jon Galloway noted this information will be used for evaluation purposes.

**Item V: Draft 2010 Marketing Plan**

Mark Mathers presented the Draft 2010 Marketing Plan. Miriam Broaddus highlighted key portions of the direct side plan. She noted the incomplete figures for October, November and December which will be the peak period. Discussion ensued regarding the budget and types of advertising used to raise awareness. Suzanne Fetky highlighted key portions of the advisor side plan with a main goal to increase the number of firms. The marketing group and STO staff will be meeting for an Employer Channel brainstorming session scheduled for September 24. A firm marketing plan and final budget figures will be presented to the board in December. Jon Galloway noted there is time to consider new ideas and tactics and asked the board to email their input and questions for consideration by mid October.

Patricia Brady introduced Janet Kottman and Kevin Green, two Direct Side representatives. They will be participating in the Employer Channel meeting

**Item VI: Quarterly MOST Report**

Stewart Duffield presented the Quarterly MOST Report, highlighting key points. Staff fielded questions on how the data will be compared to other states and if rollover data can be captured. Patricia Brady indicated the rollover form needs to be changed in order to capture more specific information.

**Item VII: Quarterly WATCH Report**

Mark Mathers gave a brief overview of the Quarterly WATCH Report.

**Item VIII: Discussion of 12-month Minimum Contribution Period**

Angie Robyn said she and Brandon Fuhr met with Senator Delbert Scott, chair of the Financial and Governmental Organizations and Elections Committee, regarding SB 213 and the 12 month minimum contribution period. STO staff will work with Senator Scott next legislative session to repeal the current 12 month requirement and also begin working on implementation and cost issues. STO asks the board to allow one more session to get the act repealed.

Thomas Baumgardner moved to adjourn. The motion was seconded by Walter Pearson. The meeting was adjourned.