

MISSISSIPPI RETIRED PUBLIC EMPLOYEES' ASSOCIATION

MINUTES

APRIL 10, 2017, BOARD OF DIRECTORS' MEETING

HUDSPETH REGIONAL CENTER – PEARL, MS

I. WELCOME AND CALL TO ORDER

President Becky Cade called the meeting to order at approximately 10:00 a.m. and welcomed everyone in attendance.

Board members in attendance included: Becky Cade, Ann Thames, Mike Lightsey, Bob Rhoads, Howell Garner, Virgil Belue, Billy Thames, Mike Larsen, Ed LeGrand, Mike Myrick, Lucian Hill, Hoopy Stringer, Evelyn Webb, Margo Bowers, Dale Sullivan, Wynona Winfield, Tony Byrne, and Robert McNeil.

Guests included: Carol Mann, chief executive officer of the Mann Agency; Davetta Lee, counsel and policy advisor for the Public Employees' Retirement System of Mississippi (PERS); and Deirdre McGowan, president of Insight, Ltd. and executive director of MRPEA.

II. INVOCATION

In Sam Valentine's absence, Cade called on Billy Thames to deliver the invocation. B. Thames led the prayer.

III. AGENDA APPROVAL

Cade asked for approval of the board meeting agenda. A motion was made by Ann Thames to approve the agenda, and the motion was seconded by Howell Garner. Motion carried. The agenda is attached to these minutes as *Appendix A*.

IV. MARKETING SERVICES RECOMMENDATIONS

Cade asked Deirdre McGowan to introduce the guest presenter. McGowan introduced Carol Mann, chief executive officer of the Mann Agency, to offer recommendations on how MRPEA can more effectively market the organization.

Mann suggested that MRPEA could utilize either or both paid media (i.e., traditional ads) and earned media (local newspapers and local television stations) to promote MRPEA-sponsored meetings and events. Mann also suggested that MRPEA could advertise relatively inexpensively by promoting selected Facebook posts to targeted audiences.

Mann further suggested that MRPEA could ask one or more of its existing partner organizations to consider offering dual enrollment in the professional organization and MRPEA with additional dues charged by the other organization to cover the added benefit of automatic membership in MRPEA.

A discussion ensued. Garner noted that complacency among retirees is a major obstacle to gaining new members. Mike Larsen noted that the approach suggested by Mann had not been discussed with the partner organizations but this could be a topic for a future meeting. Larsen noted that the partner organizations are already willing to share information from MRPEA with their members. Hoopy Stringer suggested that, if MRPEA is attempting to increase membership rather than revenue, a nominal fee could be charged to partner organizations to become affiliate members of MRPEA. Cade noted that MRPEA needs to get on the agendas of as many conferences as possible to help promote MRPEA.

V. PERS UPDATE

Cade asked Davetta Lee to provide an update on PERS. Lee noted that Pat Robertson is retiring no later than June 30, 2018, and that the PERS Board of Trustees has hired a search firm (Korn Ferry) to seek the new executive director. Lee noted that the PERS Board would like to hire the new director by the end of calendar year 2017 so that the new director will have a few months to work with Robertson, especially during the 2018 legislative session.

Lee noted that, as of June 30, 2016, PERS had 154,767 active members and 102,212 retirees, with 81 retirees over the age of 100. Lee reported that the average annual benefit is \$22,607, and the monthly benefit payroll is \$153.13 million with 93 percent of those benefits paid to Mississippi residents.

Lee reported that the investment rate of return for the year that ended June 30, 2016, was 1.16 percent. Lee noted that PERS needs a return of more than 13 percent for the current fiscal year to avoid the need for a contribution rate increase. According to Lee, the fiscal year-to-date return was 10 percent as of March 31, 2017.

Lee reported that, if the projected funded ratio in 2042 remains below the 75 percent benchmark for a second year, a contribution rate increase will be triggered at an amount sufficient to bring the projected funded ratio in 2042 to at least 85 percent.

A brief discussion ensued regarding the cost of moving from a defined benefit plan to a defined contribution plan.

Lee reported that, following a recent educational workshop, Dr. Randy McCoy, chairman of the PERS Board, commissioned the PERS staff to prepare a white paper to address (1) where PERS is now and (2) how PERS got there. The white paper is aimed at educating the legislative leadership on the history of PERS' funded status since 1998. Lee stated that an outline for the white paper has been developed and approved. A brief discussion ensued.

Lee reported that House Bill 1301 was approved during the 2017 legislative session, which made minor technical amendments and removed the PERS executive director and chief investment officer from the statutory salary cap of 150 percent of the Governor's salary. This was done to help recruit a qualified replacement for Robertson who is retiring.

Lee reported that the technical corrections bill for the Mississippi Deferred Compensation Plan died for the third straight year. Lee also stated that legislative leadership is not interested in legislation to change vesting from eight to four years for all members and is not interested in any legislation that makes any changes to the cost-of-living adjustment.

Lee reported that the results of the runoff election for retiree representative will be certified by the PERS Board at its April 25 meeting.

Lee reported that newsletters have been mailed to all members and retirees and included information about signing up for PERS eUpdates. Lee also reported that self-service will be introduced to members and retirees this year.

VI. OLD BUSINESS

A. Treasurer's Report

Cade called upon Mike Lightsey to present the Treasurer's Report. Lightsey reported fiscal year-to-date (August 1 through March 31) income of \$17,442.00 and expenses of \$19,943.34 with net income/(loss) of (\$2,501.34). Lightsey reported that, as of March 31, the reconciled Trustmark checking account balance was \$35,915.81 and the Regions CD balance was \$44,987.18 for a total of \$80,902.99. Lightsey also reported that general

commercial liability insurance coverage has been acquired for an annual cost of \$128 through Event Helper to cover the annual meeting in July and the quarterly board meetings through next January. A motion was made by Stringer to accept the Treasurer's Report and was seconded by Larsen. Motion passed.

B. Secretary's Report

Cade called upon Bob Rhoads to present the Secretary's Report. Rhoads asked for a motion to approve the minutes from the January 9, 2017, board meeting, which had been provided to board members in advance of the meeting today. Ed LeGrand moved for approval; Lightsey seconded. Motion carried.

VII. COMMITTEE REPORTS

A. Nominating

Cade called upon Garner to present the Nominating Committee report. On behalf of the Nominating Committee, Garner presented the following proposed slate of officers and directors to be presented for a vote at the annual membership meeting July 10:

Officers (2017 – 2019)

President	Ann Thames
Vice President	Ed LeGrand *
Secretary	Bob Rhoads
Treasurer	Mike Lightsey

2020 Directors

Ronnie Bell (new)
Margo Bowers
Joe Johnson
Olin Lewis (new)
Dale Sullivan

Cade noted that she had asked Joe Johnson to serve as District Director for District 4 (Hinds, Madison, and Rankin) and Johnson had agreed to serve in that capacity. Cade therefore asked the Board to approve her appointment of Johnson as District Director for District 4. Garner made a motion to approve the appointment, which was seconded by LeGrand. Motion carried.

Garner then made a motion to approve the proposed slate of officers and directors, other than Johnson. The motion was seconded by Tony Byrne. Motion carried.

In accordance with the Constitution and By-Laws, Cade will become Immediate Past President after her term as President ends July 31, 2017, and Garner will become a Life Director.

The Nominating Committee included: Garner, Byrne, Robert McNeil, Dale Sullivan, and Curt Thompson.

* LeGrand's current term as a multi-year director expires in 2019. Should LeGrand be elected Vice President at the annual meeting July 10 as recommended by the Nominating Committee and as approved by the Board, his director position will not be filled to help achieve the goal of reducing the number of multi-year directors from 15 to 10 through attrition.

B. Constitution and By-Laws

Cade called upon Evelyn Webb to present the Constitution and By-laws Committee report. Webb presented a marked-up version of the MRPEA Constitution and By-Laws with recommended substantive amendments as follows:

1. Amend Article I, Section 3, Type of Organization, to clarify that MRPEA is a non-profit organization recognized by the Internal Revenue Service as tax-exempt under Internal Revenue Code Section 501(c)(4);
2. Amend Article II, Purpose, to align with the purpose (Vision and Mission) of the organization today;
3. Amend Article III, Section 1, Membership eligibility, for clarity; and
4. Amend Article V, Section 2, Board of Directors, to formalize the election of multi-year directors with the 2016 change from 15 to 10 multi-year elected directors.

Sullivan made a motion to approve the amendments, and the motion was seconded by LeGrand. Motion carried.

The Constitution and By-Laws Committee included: Webb, Rhoads, Margo Bowers, Mike Black, and Preston Ratliff.

C. Networking

Cade called upon Larsen to present the Networking Committee report. Larsen stated that he had followed up with representatives from the partner organizations after the January 9 meeting. Larsen reported that all partner organizations remain supportive of MRPEA and its efforts to keep members of the various organizations informed. Larsen reported that he, Cade, LeGrand, and A. Thames had recently attended a Mississippi Association of Personnel Administrators meeting and represented MRPEA. Other recent meetings attended by board members include the Creating Futures Through Technology Conference and the Mississippi Association of School Administrators board meeting.

D. Legislative

Cade called upon LeGrand to present the Legislative Committee report. LeGrand reported that members of the Legislative Committee had (1) monitored legislation during the 2017 legislative session; (2) met with both the Speaker of the House and the Lieutenant Governor; and (3) held MRPEA Day at the Capitol Feb. 8. LeGrand reported that there was a good turnout of MRPEA Board Members and legislators for the Day at the Capitol.

LeGrand reported that the next Day at the Capitol is scheduled for January 23, 2018, from 8:30 a.m. to 11:00 a.m.

LeGrand reported that lobbyists and staff at the Capitol are hearing more about MRPEA.

A discussion ensued about recent tax cuts and the potential negative impact to PERS.

E. Communications

Cade called upon Rhoads to present the Communications Committee report. Rhoads provided a written report of recent activities. Rhoads also provided a copy of the 2017 Renewal Notice that will be mailed on or about April 14 and provided statistics from recent email campaigns.

Rhoads reported that the Board might consider adopting a small budget for promoting the upcoming annual meeting via Facebook. A brief discussion ensued. Garner made a motion to approve a budget not to exceed \$500 for Facebook advertising of the annual meeting, which was seconded by Lightsey. Motion carried.

Cade encouraged all board members that use Facebook to like and share MRPEA's posts. The Communications Committee report has been made a part of these minutes as *Appendix B*.

F. Membership

Cade called upon Garner to provide a report of the Membership Committee. Garner reported that MRPEA added 26 new members since January 1, including 3 new life members, and that there are now 2,293 active/paid members on the membership roll.

A brief discussion ensued. Garner suggested that Board members use business cards to help promote MRPEA and recruit new members, especially active members. Garner reminded board members that all board members need to help with recruitment.

VIII. OTHER BUSINESS

A discussion ensued regarding changing the name of the organization. Following the discussion, it was suggested that Cade establish a committee to study whether a name change is needed, and, if so, to recommend a new name for the organization.

IX. ADJOURNMENT

There being no further business, the meeting was informally adjourned at approximately 12:30 p.m.

Respectfully submitted by:

Bob Rhoads
MRPEA Secretary



AGENDA

MRPEA BOARD OF DIRECTOR'S MEETING

April 10, 2017

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|-------|------------------------------------------------------------|---------------|
| I. | WELCOME AND CALL TO ORDER | Becky Cade |
| II. | INVOCATION | Sam Valentine |
| III. | AGENDA APPROVAL | Becky Cade |
| IV. | MARKETING SERVICES RECOMMENDATIONS | Carol Mann |
| V. | PERS UPDATE | Davetta Lee |
| VI. | OLD BUSINESS | |
| | A. Treasurer's Report | Mike Lightsey |
| | a. Update on Liability Insurance | |
| | B. Secretary's Report | Bob Rhoads |
| | a. Approval of Minutes from January 9, 2017, Board Meeting | |
| VII. | COMMITTEE REPORTS | |
| | A. Nominating | Howell Garner |
| | B. Constitution and Bylaws | Evelyn Webb |
| | C. Networking | Mike Larsen |
| | D. Legislative | Ed LeGrand |
| | E. Communications | Bob Rhoads |
| | F. Membership | Howell Garner |
| VIII. | OTHER | |
| IX. | ADJOURNMENT | |



Communications Committee Report

1. NEWSLETTER

- A. Winter issue posted online/emailed Feb. 9 and mailed in mid-Feb.
- B. Spring issue to be distributed in late Apr./early May

2. WEBSITE

- A. Updates to pages and links
 - i. Added Annual Meeting 2017 page/archived Annual Meeting 2016 page, including handouts
 - ii. Updated Officers/Board Members, Committees, and Contacts pages based on resignation of Rhonda Yates
 - iii. Posted approved October 10, 2016, meeting minutes to Meetings & Events page
- B. Will continue to make website updates/revisions when and as needed

3. SOCIAL MEDIA

- A. Posting about weekly to Facebook @<https://www.facebook.com/MississippiRPEA/>
 - i. Facebook page is slowly and organically gaining more likes (868 as of Mar. 31)
 - ii. Most popular recent posts include:
 - 1. *MRPEA Day at the Capitol photo (posted Feb. 8)*
 - 2. *Geoff Pender Clarion-Ledger article related to removal of salary cap for PERS executive director (posted Mar. 2)*
- B. Posting less frequently to Instagram account @MyMRPEA
 - i. About 115 followers as of Mar. 31
 - ii. Will take time to grow a significant following on this platform

4. OTHER

- A. Drafted the 2017 Renewal Notice for the upcoming membership renewal campaign, which will go to the printer on or about Apr. 14. The cost to mail the letters First Class will be approximately \$575.
- B. Assisted with other communications as needed