

MISSISSIPPI RETIRED PUBLIC EMPLOYEES' ASSOCIATION

MINUTES

JULY 10, 2017, BOARD OF DIRECTORS' MEETING

HILTON – JACKSON, MS

Board members in attendance included: Becky Cade, Ann Thames, Bob Rhoads, Mike Lightsey, Howell Garner, Virgil Belue, Alton Cobb, Sam Valentine, Jane Dykes, Mike Larsen, Ed LeGrand, Mike Myrick, Mike Black, Lucian Hill, Hoopy Stringer, Evelyn Webb, Margo Bowers, Curt Thompson, George Dale, Wynona Winfield, Joe Johnson, Preston Ratliff, and Robert McNeil.

Board members not in attendance included: Lester Herrington, Wylma King, Thomas Loftin, Billy Thames, Anita Toler, Wilma White, Ann Homer Cook, Ollie M. Johnson, Dale Sullivan, Randy McCoy, Tony Byrne, Marty Wiseman, and Thomas Toney.

Guests included: Keith Shaffer, MRPEA District 8 director nominee; Ronnie Bell, MRPEA multi-year director nominee; and Deirdre McGowan, president of Insight, Ltd. and executive director of MRPEA.

I. WELCOME AND CALL TO ORDER

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

II. INVOCATION

Cade called on Valentine to deliver the invocation. Valentine led the prayer.

III. AGENDA APPROVAL

Cade asked for approval of the board meeting agenda with the addition of one new item under Section IV, Business, and with the reordering of the committee reports under Section V. A motion was made by Garner to approve the agenda as amended, and the motion was seconded by Hill. Motion carried. The agenda is attached to these minutes as *Appendix A*.

IV. BUSINESS

A. Resignations/District Director Appointment

Cade reported that Cook resigned from the MRPEA Board to focus on her family. In an effort to reduce the number of multi-year directors through attrition, this post will not be filled.

Cade also reported that long-serving district director Toney resigned to care for a family member. However, with his resignation, Toney suggested former school superintendent Shaffer to fill his district director post. Cade made the recommendation for Shaffer to fill the District 8 director post. Belue made a motion to accept the recommendation, which was seconded by LeGrand. Motion passed.

Cade recognized Dale who was recently elected as retiree representative to the Board of Trustees of the Public Employees' Retirement System of Mississippi (PERS) and, as a member of MRPEA, serves ex officio on the MRPEA Board of Directors. Dale made a few brief remarks about PERS and the need to ensure its financial soundness for current and future generations of public employees.

Cade also introduced MRPEA multi-year director nominee Bell and thanked outgoing multi-year director Thompson for his service to MRPEA.

B. Treasurer's Report

Cade called upon Lightsey to present the Treasurer's Report. Lightsey reported fiscal year-to-date (August 1 through June 30) income of \$36,212.00 and expenses of \$29,824.19 with net income of \$6,387.81. Lightsey reported that, as of June 30, the reconciled Trustmark checking account balance was \$46,010.16 and the Regions CD balance was \$44,936.30 for a

total of \$90,946.46. A motion was made by Stringer to accept the Treasurer's Report and was seconded by J. Johnson. Motion passed.

Lightsey presented the proposed Fiscal Year 2017-2018 Budget with projected revenue of \$41,250.00, estimated expenses of \$40,084.00 (including \$600.00 budgeted for Day at the Capitol), and net income of \$1,166.00. A motion was made by Valentine to approve the proposed budget, which was seconded by Garner. Motion passed.

C. Secretary's Report

Cade called upon Rhoads to present the Secretary's Report. Rhoads asked for a motion to approve the minutes from the April 10, 2017, board meeting, which had been provided to board members in advance of the meeting today. Bowers moved for approval; Lightsey seconded. Motion passed.

V. COMMITTEE REPORTS

A. Name Change

Cade reported that she would present the Name Change Committee report. Cade reported that the members of the committee included Belue, Cook, Dykes, McNeil, Stringer, and Wiseman. Cade reported that there was not overwhelming support for a name change and that the results of an informal email poll of the MRPEA Board of Directors showed 12 voted against a name change while 9 voted for a name change.

In recognition of the overall lack of support for a name change, the fact that the organization has done more to promote itself in recent years, and the added cost of implementing the name change, the committee recommended no name change. A motion was made by Valentine to accept the recommendation of the committee, which was seconded by Cobb. Motion passed.

B. Constitution and By-Laws

Cade called upon Webb to present the Constitution and By-Laws Committee report.

Webb summarized the proposed amendments to the Constitution and By-Laws 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.

Webb reported that the proposed amendments (which were approved by the MRPEA Board of Directors at its April 10, 2017, meeting) would be presented for approval at the Annual Meeting later in the day.

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

C. Networking

Cade called upon Larsen to present the Networking Committee report. Larsen reported that all partner organizations remain enthusiastic about the partnership with MRPEA. All share the common concern about those groups and individuals who are working to negatively influence public retirement systems. Larsen reported that one group offered to provide

MRPEA with their membership roster while another group offered financial support. According to Larsen, the partner organizations are interested in having another meeting. Larsen read the list of partner organizations and noted that all have a common interest in protecting PERS.

D. Membership

Cade called upon Garner to provide a report of the Membership Committee. Garner reported that to increase membership contacts, the Membership Committee recommends that MRPEA offer "Affiliate Membership" to any organization whose members are a part of PERS. A one-time payment of \$100.00 would be assessed upon the commitment of the affiliate organization to pass along to its membership information that has been generated by MRPEA, such as newsletters, emails, etc.

The rationale for creating active affiliate memberships is to provide an opportunity for MRPEA to have a positive influence on individuals who are members of other organizations, but who are not members of MRPEA.

According to Garner, the cost to provide information to members of affiliate groups will be negligible. Since information will be sent to the heads of the affiliate groups, the number of emails sent out by MRPEA will increase by a small number, but the number of people reached by MRPEA through the affiliate groups will be large.

The Membership Committee includes: Chair Garner, Black, Cobb, Hill, J. Johnson, King, Myrick, and Sullivan.

A discussion ensued.

Following the discussion, Myrick made a motion to approve the Membership Committee recommendation to offer "Affiliate Membership" to organizations. The motion was seconded by Belue. Motion carried.

Garner reported that MRPEA added 35 new members since January 1, 2017, and that there are now 2,287 active/paid members on the membership roll.

Garner noted that Sullivan will represent MRPEA at the upcoming Mississippi Association of School Superintendents Conference at the Beau Rivage in Biloxi. Belue will also attend a meeting of retired school superintendents at that same conference.

Cade suggested that district directors use their lists of active and expired members to push for support of MRPEA. A discussion ensued. Rhoads will resend links to district reports to the district directors.

E. Legislative

Cade called upon LeGrand to present the Legislative Committee report.

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 he is sharing pension-related news and information with others as it becomes available. LeGrand also reported that, when opportunities arise, he discusses MRPEA with legislators and others.

F. Communications

Cade called upon Rhoads to present the Communications Committee report. Rhoads provided a written report of recent activities.

Rhoads reported that the texting account with BFAC was created May 22 and that, to date, 41 individuals had subscribed for text alerts, including 6 MRPEA board members. Rhoads asked board members to text the keyword "MRPEA" to the number 95577 so that they too will receive text alerts sent by MRPEA. Rhoads also reported that the MRPEA mobile app is currently pending app store approval.

Rhoads reported that \$130.00 of the \$500.00 budget for Facebook advertising had been used for promoting the annual meeting via Facebook and Instagram. Rhoads suggested additional advertising to promote texting and the mobile app once in place.

The Communications Committee report has been made a part of these minutes as *Appendix B*.

VI. OTHER BUSINESS

No other business was discussed.

VII. ADJOURNMENT

There being no further business, Belue made a motion to adjourn the meeting at approximately 11:45 a.m. The motion was seconded by A. Thames. Motion passed.

Respectfully submitted by:

Bob Rhoads
MRPEA Secretary



AGENDA

MRPEA BOARD OF DIRECTOR'S MEETING

July 10, 2017

- | | | |
|------|---|---------------|
| I. | WELCOME AND CALL TO ORDER | Becky Cade |
| II. | INVOCATION | Sam Valentine |
| III. | AGENDA APPROVAL | Becky Cade |
| IV. | BUSINESS | |
| | A. Treasurer's Report | Mike Lightsey |
| | 1. Financials as of June 30, 2017 | |
| | 2. Review of Budget for 2017-2018 Year | |
| | B. Secretary's Report | Bob Rhoads |
| | 1. Approval of Minutes from April 10, 2017, Board Meeting | |
| V. | COMMITTEE REPORTS | |
| | A. Name Change | Becky Cade |
| | B. Constitution and Bylaws | Evelyn Webb |
| | C. Networking | Mike Larsen |
| | D. Legislative | Ed LeGrand |
| | E. Communications | Bob Rhoads |
| | F. Membership | Howell Garner |
| VI. | OTHER | |
| VII. | ADJOURNMENT | |



MRPEA Communications Committee Report

1. NEWSLETTER

- A. Spring issue posted online/emailed May 2 and mailed in mid-May
- B. Summer issue to be distributed in August or as otherwise directed by the incoming president

2. WEBSITE

- A. Updates to pages and links
 - i. Updated Annual Meeting 2017 page as agenda developed
 - ii. Updated Officers/Board Members, Committees, and Contacts pages as needed
 - iii. Posted approved January 9, 2017, meeting minutes to Meetings & Events page
- B. Will continue to make website updates/revisions as needed or as directed

3. SOCIAL MEDIA

- A. Posting weekly to Facebook @<https://www.facebook.com/MississippiRPEA/>
 - i. Total of 905 page likes as of July 9, up from 868 three months ago
 - ii. Most popular recent posts include:
 - 1. *Jeff Amy Associated Press article related to PERS projected funded ratio (posted April 23)*
 - 2. *George Dale election to PERS Board of Trustees (posted April 26)*
 - 3. *Annual Meeting / texting ads (April 29, May 14, May 25, May 26, and June 9)*
- B. Posting at least monthly to Instagram account @MyMRPEA
 - i. Total of 125 followers as of July 9, up from 115 three months ago
- C. Facebook/Instagram Ads
 - i. \$500 advertising budget was approved at April 10 board meeting
 - ii. Spent approximately \$130 on five separate ads in May and June; ads reportedly reached 4,157 people

4. BFAC TEXTING AND MOBILE APP

- A. Texting
 - i. Account created May 22; text the keyword "MRPEA" to the number 95577
 - ii. Total of 41 subscribers as of July 9, including 6 MRPEA board members
- B. Mobile app
 - i. Pending app store approval

5. OTHER

- A. Drafted the 2017 Renewal Reminder for the membership renewal campaign, which was mailed in mid-June
- B. Assisted with other communications as needed