

Maine Retirement Savings Board
Date: October 18, 2023
Cross State Office Building
111 Sewall Street, Augusta, ME 04333

Minutes- Adopted

Chair Beck called the meeting to order at 1:00 PM. This meeting was conducted both in-person at the Cross State Office Building, 111 Sewall Street, August, Maine and virtually through Teams.

Welcome and Ascertainment of Quorum

Chair Beck opened the meeting and welcomed those attending in person and remotely.

Board Members present:

- Henry Beck, Chair
- Matthew Colpitts
- Deborah Adams Neuman (Remote due to hour + drive to attend)
- Daniel Piltch
- Rebecca M. Wyke, Vice Chair
- Gigi Guyton-Thompson
- Jessica Linzer
- Kevin Carley (Remote due to hour + drive)

Board Members absent:

- Tina Wilcoxson

A quorum was present.

Staff present:

- Elizabeth Bordowitz, Executive Director
- Greg Olson, Treasurer's Office

Others Present:

- Courtney Eccles, Vestwell
- Matthew Golden, Vestwell
- Hunter Railley, ColoradoSecure Savings
- Anna Stevens, ColoradoSecure Savings
- Michael Terdeman, Vestwell (Remote)
- Erin Whitman, Vestwell (Remote)
- Angela Antonelli, Georgetown Center for Retirement Initiatives (Remote)
- Courtney Zinter, Davis & Harman LLP (Remote)
- Kiran Siddique, AKF Consulting (Remote)
- Jay Philbrook (remote)
- Lisa Massena, Massena Associates (Remote)

- Nate Cloutier, HospitalityMaine (Remote)

Chair Beck asked that the guests attending in person introduce themselves. Hunter Railley, Executive Director and Anna Stevens, Program Manager for Colorado SecureSavings introduced themselves. Matt Golden from Vestwell, who is responsible for state relationships and Courtney Eccles, a member of the Vestwell Auto IRA team introduced themselves.

Approval of Minutes of the September 20, 2023 Board Meeting.

Chair Beck asked if there is a motion to approve the minutes of the September 20, 2023 Board meeting.

Ms. Wyke moved approval of the September 20, 2023 Board meeting minutes as presented. The motion was seconded by Ms. Guyton-Thompson. The minutes were approved unanimously.

Executive Director's Report

Beth reported on the talks with potential members of the Partnership for a Dignified Retirement. She has spoken with Delaware several times to respond to their questions about the partnership. She will be meeting with the new Executive Director in Vermont together with the Colorado and Vestwell teams tomorrow. Delaware is actively pursuing entering the partnership. Vermont is just getting started in its process.

AARP has offered to fund the filming of three testimonials for MERIT. That will affect the marketing services since video production was included in the RFP. Beth invited board members to join her in the interviews she will hold with the top RFP respondents on Friday.

Beth pointed to the list of presentations that are scheduled. She recently did a presentation for SCORE, where she received a lot of interest and good questions. She noted that there are 130 people signed up for an upcoming presentation, many of whom are members of the Maine Association of Certified Public Accountants, many of whom do payroll for their clients.

We had a good turnout on the introductory call with the Pilot participants. Almost all have made their appointment to onboard with the program. The website will be live on Tuesday, October 24th and the first Pilot companies will register with the Program on that day. The others will follow in the next two weeks.

Beth noted that now the Board's website can be reached by using either mainesaves.org or meritsaves.org. She noted that she has not yet heard back from the State Controller on what their requirements for financial statements will be for 2023.

Ms. Linzer asked about the three videos and if that will be sufficient. Beth replied that she can include that question when she conducts the interviews on Friday. She noted that the videos will be used in various ways, such as shorter form social media, so three videos should give us a good amount of content for the first year.

Chair Beck asked about the timing of the legislative report. Beth noted that under the legislation the first report is not due until February, 2026.

Quarterly Financial Report

Chair Beck asked Beth to provide the monthly financial report. Beth stated that there is nothing new that stands out in this report. We are ahead of budget on many lines since we did not hire an additional employee in July as had been anticipated. She noted that there will be additional legal fees. Some bills

were received and paid in October and there is at least one more anticipated. She still expects that the total amount will be lower than budgeted. Also, there will be additional marketing bills once we get started with the new firm.

Adoption of Chapter 101 – Maine Retirement Savings Program

Chair Beck asked Beth to move on to the Adoption of the rule for the Maine Retirement Savings Program. Beth noted that she has provided all of the comments to the Board along with a proposal on how to handle each comment. She noted that many of the comments helped improve and clarify the rule. Beth highlighted some of the comments, including one asking for clarification as to whether employers with 15 employees are in the first or the second registration group. The proposed breakdown is employers with 15 or more employees be required to register by April 30, 2024 and employers with between 5 and fourteen employees be required to register by June 30, 2023. Another comment notes that the enforcement provisions of the statute do not take into account that new employers will be added each year and they should not be subject to immediate enforcement action without some time to register with the Program. The rule would allow them 12 months to register with the Program after they are required to do so. The draft for adoption includes several of the changes proposed by the NAPEO.

Beth stated that she wants to highlight the comment from several commenters that the Executive Director be given discretion in taking enforcement action. Beth noted that the statutory language allows for considering the circumstances around whether an employer made efforts to comply with the legislation. The rule provides for an appeal to the Board, so she believes it makes sense to allow the Executive Director some discretion in enforcement and proposes to include language to that effect.

There was questions and discussion among the Board members about several of the proposed provisions and responses to the comments.

Ms. Linzer made a motion to Adopt Chapter 101 – Maine Retirement Savings Program as presented. The motion was seconded by Mr. Piltch and adopted unanimously.

Introduction of Representatives of Colorado SecureSavings

Chair Beck invited the Representatives from Colorado SecureSavings to address the Board. Hunter Railley noted that on October 24th the nation's first Auto-IRA state partnership will launch. He is looking for a successful launch and to use the Maine-Colorado partnership as a model and to develop best practices to repeat the success. He introduced Anna Stevens, who had a key role in developing Colorado's outreach strategy, as well as their implementation details and logistics. He attributed a lot of Colorado's success to the ease of use of the Vestwell platform. It takes employers 10-15 minutes to register and about 5 minutes a month to facilitate the program. Colorado will continue to work with Maine to share learnings and best practices, as they are now a year into their program. In response to a question, Ms. Stevens described the outreach initiatives she undertook. Ms. Stevens highlighted their effort to make sure that their message resonated with different audiences. They also encouraged employers and other influential people they met with to help spread the word about the Program. She thought their podcast efforts were successful for people to listen in their cars and in areas of the state where broadband coverage is weak. They also ran TV and radio ads. Mr. Railley and Ms. Stevens further described their experiences in Program implementation and responded to questions from the members.

Demonstration of Program Portal

Courtney Eccles of Vestwell thanked the Board for inviting her and Mr. Golden to the meeting. Ms. Eccles offered a step-by-step demonstration of the exemption process and registration process for employers, using the Colorado SecureSavings portal as an example. Ms. Eccles highlighted the registration system's capacity to match the data uploaded to the naming protocols of the system and to highlight if there is an error such as missing data or a birth date that indicates someone is too young to open an account. The system also has easy access to the help center to get answers to questions and to add a teammate such as a payroll provider or human resources manager. After the employees have had 30 days to make their decisions, the employer receives notice from the program about 4 days ahead of payroll of the percentage of payroll to contribute for each employer. The employer uploads a contribution file, which is similar to the registration file to complete that part of the process.

Ms. Eccles responded to questions from the the board members about the process for employers and employees. In responding to questions, Ms. Eccles noted that if an employee changes from one participating employer to another, the custom elections they have in the system stay in place unless the employee changes them. If they have elected to contribute 6% with one employer, that same election will be in place for their new employer. There was discussion about what an employer can tell their employees about the program. It is inadvisable for employer to provide financial or investment advice, but they can make sure their employees have the Fact Sheet about the program.

Ms. Eccles then described the employee experience in the system using screenshots, starting with the security features, then how an employee would change their preferences for the account and add beneficiaries. Ms. Eccles responded to questions from the Board members about the Saver's experience in the portal. A Board member asked if Vestwell sees much fraud in the Program. Ms. Eccles replied that it is minimal, in part because the employer uploads the information about the employees, and in part because of the fraud detection processes that Vestwell has in place. Ms. Eccles described the required Know Your Customer requirements that must be completed before the account can be opened.

Ms. Bordowitz advised the Board that the exact Program start date has not been determined. It will be after the long Martin Luther King Day weekend. The first letters to employers will be sent over several weeks in late January and early February. Ms. Eccles walked through the timeline of notices to employers.

Mr. Railley stated that Colorado set up a separate inbox to handle the employer questions as the enrollment deadline got closer. They also prepared template responses for certain matters, in particular identifying the call center as the best place to get an answer to the question.

Ms. Eccles showed the Board screen shots of the Meritsaves.org site, which will launch next week.

Treasurer Beck thanked the representatives from Colorado SecureSavings and Vestwell.

Chair Beck asked for a Motion to Adjourn

Daniel Piltch made a motion to adjourn the meeting. The motion was seconded by Ms. Linzer and approved unanimously.

The meeting adjourned at 2:57.