

**MINUTES OF THE
OREGON 529 SAVINGS BOARD
MEETING OF NOVEMBER 13, 2018**

Members Present: Tobias Read, Chair
Jennifer Geller
Sydney Shook
Amy Watson

Network Staff: David Bell, Deputy Director
David Elott, Legal Counsel
Kasey Krifka, Engagement Director
Joel Metlen, Operations Director
Michael Parker, Executive Director
Stephanie Swetland, Plan Specialist
John Valley, Outreach Director

Treasury Staff: Kim Olson, Policy Director
Jen Peet, Corporate Governance Director
James Sinks, Communications Director

Others Present: Ali Battaglia, eROI
Jake Cheek, eROI
Tim Findley, TGF Productions, Inc.
Ryan Fitzgerald, Sellwood Consulting
Ryan Harvey, Sellwood Consulting
Douglas Magnolia, BNY Mellon
Anthony Poto, MFS (by Phone)
Kevin Raymond, Sellwood Consulting

The meeting was called to order at 1:03 p.m. by Chair Tobias Read.

Treasurer Read introduced new Board member Amy Watson and she gave a brief overview of her background.

Agenda Item 1 – Review and approval of the September 20, 2018 minutes of the Oregon 529 Savings Board Meeting (ACTION ITEM)

MOTION: Board member Sydney Shook moved to approve the September 20, 2018 minutes, seconded by Board Member Jennifer Geller. All approved.

Agenda Item 2 – Executive Director’s Report (INFORMATION ITEM):

Michael Parker, Executive Director, gave a brief update on the Oregon College Savings Plan conversion and informed the Board that Doug Magnolia will give more information during his presentation. Mr. Parker also reported to the Board that the plan received a Morningstar upgrade to bronze, and staff will continue to work towards an upgrade to silver and gold.

Agenda Item 3 – Strategic Plan Update (INFORMATION ITEM):

David Bell, Deputy Director, presented an update on the goals of the strategic plan and how staff is working to achieve those goals. Staff has been doing more outreach in rural areas trying to reach non-savers and working with eROI for more digital media in those rural areas. A copy of the Strategic Plan Update is part of the Network's records for this meeting.

Agenda Item 4 – Program Enhancement Update (INFORMATION ITEM):

Doug Magnolia, Program Manager, BNY Mellon, updated the Board on the transition, discussing some of the issues that needed to be worked through and how they were handled. Trust accounts and historical statements have been the big issue that Sunday has been dealing with. Oregon Savings Network staff will be visiting New York in December and will travel to the call center to see how it is functioning.

Agenda Item 5 – Investment Performance Update (INFORMATION ITEM):

Ryan Harvey, Sellwood Consulting, gave an update on the investment performance. Due to the transition, there is not a full quarter to report on. A copy of the Investment Performance Update is part of the Network's records for this meeting.

Agenda Item 6 – Digital Marketing Update (INFORMATION ITEM):

Ali Battaglia and Jake Cheek from eROI, gave a marketing update to the Board, emphasizing their strategy - make it clear, make it human, and make it matter - in achieving long-term goals. eROI's approach this quarter was to increase the email opening rate, reallocate paid search budget in areas with lower percentage of account holders, and increase paid social impressions for household income brackets with lower number of account holders. A copy of the Digital Marketing Update is part of the Network's records for this meeting.

Public Comment:

No public comment

The meeting was adjourned at 4:11 p.m.