



**CRSA OUTREACH AND EDUCATION COMMITTEE  
THURSDAY, APRIL 1, 2021 TELECONFERENCE MEETING  
3:00 PM  
DRAFT MINUTES**

Board Members in Attendance: Tom Sennett, Cesar Garcia, Mike Walsh, Alex Knopp

Additional Attendees: Jessica Muirhead, OSC; Chelsea Neelon, OSC; Tyler Van Buren, OSC; Matthew Golden, BNY Mellon; Jennifer Shieh, BNY Mellon; Jessica Stuart, BNY Mellon; Doug Magnolia, BNY Mellon; Aiden Yeaw; Brian Williams

**1. CALL TO ORDER**

- a. The meeting was called to order at 3:06 PM.
- b. Mr. Sennett made a motion to enter executive session to discuss the first three agenda items under CRSA Program Marketing. The motion was seconded by Mr. Garcia. The motion was discussed. Mr. Knopp suggested that the Pilot Business Outreach Plan be discussed first for the convenience of the public and then to enter executive session.
- c. Mr. Sennett made a motion to move agenda item “d. Pilot Business Outreach Plan” to discuss before executive session. The motion was seconded by Mr. Knopp. There was no further discussion. The motion passed by unanimous voice vote.

**2. CRSA PROGRAM MARKETING**

- a. Pilot Business Outreach Plan
  - i. Ms. Muirhead reported on the progress made toward identifying businesses for the pilot launch of the program. The purpose of the pilot is primarily to ensure that workflow and systems are functioning as intended. The Program has been in touch with the AARP to help identify potential businesses to participate and plans to reach out to the Small Business Administration as well.
  - ii. Ms. Stewart updated the Committee that BNY is working on an outreach email that will go to AARP members to reach out to potential pilot employers as well as a website landing page in order to assist sign-up and interaction with pilot employers.
  - iii. Mr. Golden updated the Committee on the target timeline for the pilot. The pilot is currently aimed to launch in the first two weeks of July. There will be a registration process and an invitation to the employees to register their account and create real IRA accounts as a part of participating in the employees. Mr. Golden added that BNY Mellon would need to have a list of employers to contact by May or June, the latest. In August,

employees will be contacted to confirm that they have opted out, or be notified that they did not opt out and will be enrolled in the program.

- iv. Mr. Sennett asked Ms. Muirhead whether she knew the size of the pilot employer list previously identified by AARP. Ms. Muirhead responded that the previous list compiled by AARP was reported to her to be around thirty businesses, though it was currently unknown whether any of those businesses would still be willing or able to participate, especially considering the interruptions of the Covid-19 crisis to small businesses.

### 3. EXECUTIVE SESSION

- a. Mr. Sennett made a motion to enter executive session for the following items and reasons. For the item (1) website matrix agenda, to enter into executive session under the FOIA's trade secret exception in order to protect confidential trade secret/commercial/proprietary information of Sumday, an Authority vendor. For the items (2) program names and (3) program taglines agenda items, to enter into executive session under (a) the FOIA's trade secret exception in order to protect confidential proprietary information with respect to potential names and taglines, the release of which could compromise the Authority's ability to claim, protect and/or register such names and taglines, and (b) the FOIA's preliminary draft or notes exception to protect draft written materials regarding said proposed names and taglines, as the public interest in withholding such materials clearly outweighs the public interest in disclosure. Additionally to invite the following additional people to executive session: Jessica Muirhead, Chelsea Neelon, Matthew Golden, Jennifer Shieh, Jessica Stuart, Tyler Van Buren, and Douglas Magnolia. The Motion was seconded by Mr. Garcia. There was no further discussion. The motion passed by unanimous voice vote and the Committee entered executive session.
- b. The Committee returned from Executive Session and Mr. Knopp made a motion that the Committee make a recommendation to the full Board the adoption of the first item in the named logo treatments and the second revised item for the taglines. Mr. Garcia seconded the motion. There was no further discussion. The motion passed by unanimous voice vote.

### 4. ADJOURNMENT

- a. Mr. Sennett made a motion to adjourn. Mr. Knopp seconded the motion. There was no further discussion. The motion passed by unanimous voice vote and the meeting adjourned at 4:15 PM.