



COLORADO SECURE SAVINGS PROGRAM BOARD

Meeting minutes from the Tuesday, July 26, 2022 Board Meeting

Board members in attendance:

Jim Martin
Toby Nuber
Carolyn S. Paul
Alvin Tafoya
Darrell Watson
Sean Wood
Treasurer Dave Young

2:04 – 2:07 pm Welcome and approval of meeting minutes

Jim moved approval of the minutes from the May 24, 2022 Board Meeting. Sean seconded the motion. The motion passed at 2:03 pm.

- Keshia Allen Horner – Excused
- John Ikard – Excused
- Jim Martin – Yes
- Toby Nuber – Yes
- Carolyn S. Paul - Excused
- Alvin Tafoya - Yes
- Darrell Watson – Yes
- Sean Wood – Yes
- Treasurer Dave Young – Yes

2:07 – 2:20 pm Program Updates

Working on finalizing a marketing strategy. This is required under statute. The outreach group is adding a number event throughout Colorado. The Department of Treasury held a rules hearing on July 20th for the secure savings rules. After receiving comments the group should be able to finalize the rules in August. The pilot program is almost full. They are keeping a couple of slots still open for some future outreach in minority communities. In September Hunter and other Secure Savings partners will be presenting at a retirement symposium in New Mexico. Secure Savings needs data acquisition from the Colorado Department of Labor and Employment. This data is businesses and contact info so the businesses can make sure everyone is able to comply with the new program.

2:07 – 3:14 pm Marketing & Branding: Overview & Board Q&A

Courtney Eccles from Vestwell presented the marketing and branding overview. The Board gave feedback on the marketing, website, colors, accessible language and the use of resources. The Pilot launch was discussed and questions and comments were answered.



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3:14 – 3:27 pm Public Comment

- Written Comments
 - There were no written comments.
- Verbal Comments
 - Ryan Christy
 - How do we communicate cheaper options?
 - Will share the information and let businesses know that they should talk to a financial professional before making a decision.
 - Cynthia Beard
 - Asked if the marketing tested the green for the website to make sure that red-green colorblindness could see it.
 - Will test.
 - Mark Gutrich
 - Seeking clarification that the single rollout wave is for five employers out the gate?
 - The program will start in October 2023. Businesses will have 9 months to comply but notices will not go out till the 12 month mark.

Meeting was adjourned at 3:21 pm.