

**MEMORANDUM**

TO: File No. 4-610

FROM: Alicia F. Goldin  
Division of Trading and Markets

DATE: August 4, 2011

RE: Meeting with Representative of Bondview.com, LLC (Bondview)

On July 13, 2011, Robert Kane, CEO of Bondview met with Commissioner Elisse B. Walter; Lesli Sheppard and Cyndi Rodriguez from the Office of Commissioner Walter; Dave Sanchez, Mary Simpkins, John McWilliams, and Alicia Goldin from the Division of Trading and Markets; Will Hines from the Division of Corporation Finance; Stanislava Nikolova and Amy Edwards from the Division of Risk, Strategy and Financial Innovation; Jenifer Minke-Girard and Lisa Tapley from the Office of the Chief Accountant; Suzy McGovern and Mshyka Davis-Smith from the Office of Compliance, Inspections and Examinations; and Mark Zehner from the Division of Enforcement to discuss issues related to the municipal securities market, including the mission and capabilities of Bondview.com. Mr. Kane provided the attached agenda.

# **Bondview.com, LLC**

207 Mineola Blvd, Suite 217 Roslyn Heights, NY 11577, 866 261 9533

July 13, 2011

SEC Meeting with  
Bondview.com, LLC  
Robert Kane, CEO

## Agenda

### 1) Opening Remarks .

- A) EMMA is great, but transparency is still lurking in the shadows.
- B) All municipal bond funds should disclose their complete holdings by cusip number and do so on a more frequent basis.
- C) Create guidelines for accepted alternative ratings systems as outlined within the Dodd Frank legislation.
- D) Disclose large transactions greater than \$1 million.

### 2) Presentation of Bondview.

- A) What is Bondview - An independent provider of municipal bond market data including market-implied ratings, third-party-estimated pricing and innovative analytical tools to help investors make informed choices.

### 3) Questions & Answers