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CALIFORNIA ACHIEVING A BETTER LIFE EXPERIENCE (ABLE) ACT BOARD

Meeting Minutes

February 6, 2018 – 1:30 p.m.  
915 Capitol Mall, Room 587, Sacramento, CA 95814

Public Participation Call-In Number\* (877) 810-9415 and Participant Code: 653-5126

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Board members present:

Vincent P. Brown for the State Treasurer, John Chiang  
Alan Lofaso for the State Controller, Betty T. Yee  
Jacqueline Wong-Hernandez for the Director of Finance, Michael Cohen  
Dr. April Lopez, Chairperson, State Council on Developmental Disabilities  
Elena Gomez for the Director of Rehabilitation, Joe Xavier  
Eric Gelber for the Director of Developmental Services, Nancy Bargmann  
Joseph Cody, Chairperson, State Independent Living Council

CalABLE Board staff present:

Dante Allen, Executive Director  
Carrie Fisher Stone, Deputy Executive Director  
Rajeshwari Prasad, Associate Governmental Program Analyst

CalABLE Board consultants present:

Andrea Feirstein, AKF Consulting Group

CalABLE Board program manager staff present:

Kip Meadows, Chief Executive Officer, The Nottingham Company, Inc.  
Deidre Bounds, President, Ignite Social Media LLC

***(via teleconference)***

Emily Spurlock, Promotions Manager, Ignite Social Media LLC  
Julia Mastropaolo, Partner, Brogan and Partners, Inc.  
Kate Honey, Project Manager, The Nottingham Company, Inc.  
Kathleen McGrath, Founder, KF McGrath, LLC  
Kellie Masters, Director of Shareholder Services, The Nottingham Company, Inc.  
Lindy Fields, Project Coordinator, The Nottingham Company, Inc.

Chairperson Brown called the meeting to order at 1:31 p.m.

**Agenda Item 1 – Approval of the Minutes of the January 9, 2018 Meeting of the California ABLE Act Board (ACTION ITEM)**

Chairperson Brown asked for public comment. There was none.

Board Action

Motion to approve the minutes of the January 9, 2018 meeting of the California ABLE Act Board.

MOTION:	Joseph Cody	SECONDED:	Alan Lofaso
AYES:	Joseph Cody, Eric Gelber, Elena Gomez, Jacqueline Wong-Hernandez, Alan Lofaso, and Vincent P. Brown		
NOES:	None		
ABSTAIN:	None		
RECUSE:	None		
ACTION:	Motion Passes		

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

Mr. Dante Allen presented a report on proposed legislation, including a brief recap on tax reform implications such as rollovers between 529 and ABLE plans, additional contributions for employed participants, and access to the Saver’s Credit. Mr. Allen reported the Department of General Services has removed itself from the program manager contract review process, eliminating significant hurdles in the contract’s execution. Mr. Allen also reported that staff is also working to pursue legislation to remove the \$100,000 cap on state means-tested programs, and perhaps supporting legislation to provide a tax deduction to CalABLE contributors.

Ms. Carrie Fisher Stone reported on the past month’s outreach efforts, including upcoming plans to sponsor The Arc of California’s public policy conference in March, creating a post-presentation survey, and recruiting advisory council members to be part of the program’s test and soft launches.

Mr. Allen and Ms. Andrea Feirstein responded to inquiries from the Board on whether or not California was a tax conforming state with regard to the Saver’s Credit.

Chairperson Brown asked for public comment. There was none.

**Agenda Item 3 – 529 Program Consultant Update (INFORMATION ITEM)**

Ms. Feirstein presented a report on the latest update on 529A (ABLE) plans nationwide, stating that since the Board’s last meeting, no new plans have launched, but West Virginia will launch soon through an Ohio partnership.

Ms. Feirstein reported advocates in Washington, D.C. are working to increase the age of onset cap to 46. Ms. Feirstein also reported that AKF Consulting Group, the National Disability Institute, and Strategic Insight are partnering together to support the National Association of State Treasurers’ goal to increase the age cap and to conduct analysis on

the anticipated savings behavior of this expanded pool of participants.

Ms. Feirstein responded to inquiries from the Board on when the Internal Revenue Service planned to issue guidance on the recently passed federal tax reform legislation.

Chairperson Brown asked for public comment. There was none.

#### **Agenda Item 4 – CalABLE Program Update (INFORMATION ITEM)**

Mr. Kip Meadows, Chief Executive Officer of The Nottingham Company, Inc., presented a brief update on the CalABLE Program timeline, marketing strategy, and program administration. Mr. Meadows reported the program’s disclosure booklet was being reviewed by CalABLE staff and consultants. Mr. Meadows also reported the program website is near complete, with the design team’s focus being on improving clarity on the way the investment options are presented and explained to potential CalABLE participants.

Ms. Deidre Bounds, President of Ignite Social Media LLC, provided a background on the company and its association with Brogan and Partners, Inc. Ms. Bounds also reported on social media optimization and branding to increase program participation.

Mr. Meadows, Ms. Bounds, and CalABLE staff responded to inquiries from the Board on fulfilling obligations under the Dymally-Alatorre Bilingual Services Act, creating materials that are accessible and in plain language, using existing networks through the Department of Rehabilitation’s field offices and Department of Developmental Services’ regional centers, and allowing ongoing opportunities for participants to provide feedback.

Chairperson Brown asked for public comment. There was none.

#### **Agenda Item 5 – 2018 Marketing Plan for the California ABLE Program (INFORMATION ITEM)**

Mr. Meadows and Ms. Bounds presented the draft 2018 Marketing Plan to the Board, outlining in greater detail the marketing strategies and goals for the CalABLE Program.

Mr. Meadows and Ms. Bounds responded to inquiries from the Board on using accessible social media mobile applications to market CalABLE.

#### **Public Comment**

Chairperson Brown asked for public comment. There was none.

The meeting adjourned at 2:26 p.m.