
February 25, 2020

AGENDA ITEM 01
ACTION ITEM

CALIFORNIA ABLE ACT BOARD

Resolution Number 2020-01 - Approval of Amendment to extend marketing services contract with Propose LLC dba Sagent in the amount of \$481,210.00.

Action Recommended

Adopt Resolution No. 2020-01, authorizing a one year extension to Propose LLC dba Sagent for marketing services.

Background

On October 24, 2018 the Board approved Resolution 2018-09 to issue a Request for Proposals (“RFP”) to obtain marketing services for the California ABLE Act Board (CalABLE). Propose LLC dba Sagent was awarded the RFP and began marketing services on March 1, 2019 until February 29, 2020 for CalABLE. The awarded agreement, ABLE 06-18, was for \$240,605.00 with one year option to extend.

Per statute, the Board may authorize the Executive Director, the Chair, to enter into contracts on behalf of the Board or conduct any business necessary for the efficient operation of the Board. Consistent with or comparable to other boards, authorities, commissions, and committees chaired by the State Treasurer, Resolution No. 2020-01 would set the delegated contract amount at \$481,200, for marketing services with Propose LLC dba Sagent.

State contracting requires extensive time and financial resources. Any improvement in the contracting process would have an immediate effect on operational efficiencies.

Presenter

Dante Allen, Executive Director, California ABLE Act Board