

CALIFORNIA ACHIEVING A BETTER LIFE EXPERIENCE (ABLE) ACT BOARD

Meeting Minutes

February 25, 2020 – 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

Agenda Item 1. Call to Order and Roll Call

Chairperson Ma called the meeting to order at 1:30 p.m.

Ms. Osborne: Announced public comments directions for phone participants

Board members present:

Fiona Ma, CPA State Treasurer

David Oppenheim for the State Controller, Betty T. Yee

Thomas Todd for the Director of the Department of Finance, Keely Martin Bosner

Sandra Aldana (via teleconference) for the Chairperson of the State Council on Developmental Disabilities, Maria Marquez

Elena Gomez for the Director of the Department of Rehabilitation, Joe Xavier

John Doyle for the Director of the Department of Developmental Services, Nancy Bargmann

Peter Mendoza the Chairperson, State Independent Living Council, Not Present

CalABLE Board staff present:

Dante Allen, Executive Director

Anne Osborne, Staff Service Manager I

Susan Block, Retired Annuitant

Spencer Walker, Senior Attorney

CalABLE Board Marketing consultants, Sagent Marketing, staff present in the audience:

Anne Staines, President

Michelle Baker, Account Executive

Agenda Item 2. Resolution Number 2020-01

Approval of Amendment to extend marketing services contract with Propose LLC dba Sagent for the amount of \$481,210.00 (Action Item)

Mr. Allen provided an overview of the Sagent marketing contract. CalABLE entered into a one year contract with Sagent marketing to provide branding and marketing services for CalABLE. Sagent has been an instrumental partner in the robust growth that has led to CalABLE being among the fastest growing ABLE account providers in the United States, with currently more than 3,000 accounts and nearly \$17 million in assets under management.

Chairperson Ma asked Mr. Allen “What is your signature authority?” Mr. Allen responded \$300,000.

Mr. Allen continued to explain the urgency of this approval is based on the contract’s expiration date of February 29. If we do not execute an extension before the current contract expires, CalABLE staff will be required to issue a new RFP for marketing services, which would take considerable time to execute a new contract.

It is with these elements in mind that I recommend the board approve today’s resolution authorizing an extension to our marketing services contract with Sagent for an additional year at the cost of \$240,605, bringing the total contracted amount to \$481,200 over the two years of the contract. Mr. Allen recommended that the Board entertain the motion to approve our extension and let CalABLE build on what has been developed with Sagent.

Chairperson Ma asked “If we vote on the one year extension, what do you anticipate is going to be on hold? The current items?”

Mr. Allen explained the current campaign of extending the digital media calendar as well as expanding our earned media opportunity, news stories that we would pursue, rather than just buying advertising space.

Mr. Oppenheim asked Mr. Allen if CalABLE was satisfied with the current work and do you credit the current marketing effort towards our current result thru year one?

Mr. Allen responded, “Yes. I am very satisfied with the work that Sagent has completed.” One of the things that separates Sagent from many other marketing firms, are the great designers and ability to be creative and stretch the marketing budget. I think the strategy work that went in at the beginning would be difficult to replicate and CalABLE would be losing a great value if we don’t move forward with them through the second year. CalABLE is on tight deadline, if we get approval today we will sign the contract, and get it over to DGS this afternoon.

Mr. Oppenheim asked Mr. Allen if he was satisfied with Sagent’s performance and will the program continue to progress as requested in the original Request for Proposal. Mr. Allen responded “Absolutely”.

Chairperson Ma asked the Board Members if there were any further questions?

Mr. Todd: asked for a clarification on the Resolution and consulted with Mr. Walker. The Resolution says, “to extend the agreement by one year and increase the contract the amount by \$418,210.00”, don’t you mean to say “to”?-

Mr. Allen confirmed the by should be changed to “to”.

Chairperson Ma asked for public/phone comments. Ms. Aldana asked if there was anything in this document that Mr. Allen wanted the Board to be aware of in terms of the timeline for the marketing?

Mr. Allen stated No, Sagent will present a new marketing schedule at a future Board meeting. The presentation was meant to include the information needed to hold a vote.

Mr. Todd asked if a motion was needed to formally amend the Resolution before the Board voted on the Resolution. Mr. Allen informed the Board the update to the Resolution would be made before the signature occurred.

Dante Allen: So we can actually make the change and when the Chair's signature goes on the change we'll make sure that it is what the Board has approved.

Chairperson Ma asked for the Board to approve the Resolution with the recommended change.

Chairwoman: So the Board will approve the amount we will update the Resolution. Chairperson Ma asked for public comment or on phone, there were none.

Board Action

Motion to approve the Item #1 Resolution Number 2020-01 with the word by changed to "to".

MOTION:	John Doyle	SECONDED:	Sandra Aldana
AYES:	Fiona Ma, David Oppenheim, Thomas Dodd, Sandra Aldana, Elena Gomez, John Doyle		
NOES:	None		
ABSTAIN:	None		
RECUSE:	None		
NOT PRESENT:	Peter Mendoza		
ACTION:	Motion Passes		

Meeting adjourned at 1:44pm