



# SJVIA

San Joaquin Valley  
Insurance Authority

## BOARD OF DIRECTORS

SUSAN B. ANDERSON

JUDITH CASE

MIKE ENNIS

ALLEN ISHIDA

PHIL LARSON

DEBORAH POOCHIGIAN

PETE VANDER POEL

Meeting Location:  
Fresno County Employee Retirement  
Association Board Chambers  
1111 H Street  
Fresno, CA 93721  
August 24, 2012  
9:00 AM

**AGENDA DATE:** August 24, 2012

**ITEM NUMBER:** 7

**SUBJECT:** Authorization of communication funds expense for the design and production of open enrollment materials for the County of Fresno and the County of Tulare.

**REQUEST(S):** That the Board authorize staff to request quotes for the use of communication funds expense for the design and production of open enrollment materials for the County of Fresno and the County of Tulare.

**DESCRIPTION:**

Since its inception in 2010, the SJVIA has collected funds from member entities for the design and production of communication materials at \$.50 per employee per month. Historically both counties have designed their own open enrollment materials and printed them internally. Both Counties have explored cost option both internally and externally and have interest in requesting quotes from vendors who may be able to produce material more efficiently and cost-effectively. The task of compiling data and designing the open enrollment materials can be very time consuming for the staff from both counties. Many external vendors have designed effective benefit communication materials which may be tailored to the needs of each County. Most vendors also would produce electronic materials suitable for posting on each County web site.

**AGENDA:** San Joaquin Valley Insurance Authority

**DATE:** August 24, 2012

**FISCAL IMPACT/FINANCING:**

Currently there is approximately \$125,000 allocated for communication for member entities for the SJVIA. These funds have been collected since inception and there have been no expenditures from this category. One preliminary quote obtained assumed printing an 8 page color brochure. The cost of open enrollment materials for the County of Tulare would be approximately \$8,000 (4,000 copies) and The County of Fresno total would be approximately \$15,000 (9,000 copies) for design and printing.

**ADMINISTRATIVE SIGN-OFF:**



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Paul Nerland  
SJVIA Manager



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Jeffrey Cardell  
Assistant SJVIA Manager

**BEFORE THE BOARD OF DIRECTORS  
SAN JOAQUIN VALLEY INSURANCE  
AUTHORITY**

**IN THE MATTER OF** Authorization of communication funds expense for the design and production of open enrollment materials for the County of Fresno and the County of Tulare.

**RESOLUTION NO.** \_\_\_\_\_  
**AGREEMENT NO.** \_\_\_\_\_

UPON MOTION OF DIRECTOR \_\_\_\_\_, SECONDED BY DIRECTOR \_\_\_\_\_, THE FOLLOWING WAS ADOPTED BY THE BOARD OF DIRECTORS, AT AN OFFICIAL MEETING HELD \_\_\_\_\_, BY THE FOLLOWING VOTE:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

ATTEST:

BY: \_\_\_\_\_

\* \* \* \* \*

That the Board authorized communication funds expense for the design and production of open enrollment materials for the County of Fresno and the County of Tulare.