



# Memorandum

**TO: Board of Administration for the  
Police and Fire Department Retirement  
Plan and the FCERS.**

**FROM: Barbara Hayman**

**SUBJECT: Fifth Amendment to Agreement with  
Marty Boyer, Board Communication  
Consultant**

**Date: April 10, 2024**

**APPROVED:**

*Roberto A. Pera*

**DATE: 4/10/2024**

## RECOMMENDATION

Discussion and Action on authorizing the CEO to negotiate and execute a fifth amendment to the agreement with Marty Boyer, Communications Advantage, to extend the term of the Agreement through June 30, 2025.

## BACKGROUND

As part of the Fiscal Year 2019/2020 budget, the Board approved a request for a Communication Consultant in the amount of \$25,000 for each plan, to meet their goal of increasing communication and engagement with active and retired members using a variety of traditional and new media tools. The CEO negotiated and executed a one year agreement with Marty Boyer, Communications Advantage, for an amount not to exceed \$25,000 per Plan.

In July 2020 the term of the agreement was extended by one year to June 30, 2021 and the maximum compensation payable under the Agreement was increased to \$50,000 per Plan.

In April 2021 the term of the agreement was extended by one year to June 30, 2022 and the maximum compensation payable under the Agreement was increased to \$75,000 per Plan.

In May 2022 the term of the agreement was extended by one year to June 30, 2023, no additional budget was requested.

In May 2023 the term of the agreement was extended by one year to June 30, 2024, no additional budget was requested.

## ANALYSIS

Per the Boards policy regarding roles in vendor selection, the CEO is authorized to enter into a contract up to \$50,000 in value over the term of the contract. Any contract above this amount requires Board approval. Board approval is also required for any contracts that would result in a cumulative contract value with a single vendor above \$50,000 over two consecutive fiscal years.

Given the cumulative contract value of the agreement with Marty Boyer, Communications Advantage, for communication consulting services will be in excess of \$50,000 over two consecutive fiscal years, Board approval is required.

Staff recommends extending the term of the contract to June 30, 2025 with no additional funds required as the current available balance is expected to cover the costs through June 30, 2025.



---

Barbara Hayman  
Deputy Director, Office of Retirement Services