

# **CALIFORNIA CATTLE COUNCIL**

## *REQUEST FOR PROPOSALS Association Management Services*

### **Basis for Request for Proposals & Background Information**

The California Cattle Council (Council) is seeking proposals from qualified California management service firms to assist the Executive Director in the management of the Council and perform various financial and administrative services.

The Council was established in law pursuant to the passage of SB 965 (McGuire, 2018). In February of 2019, a referendum was conducted by the California Department of Food & Agriculture (CDFA) to seek approval from California beef and dairy producers to form the Council through the adoption of a \$1.00 assessment, with limited exceptions, on the sale of beef and dairy cattle. The Secretary of Food and Agriculture (Secretary) announced on April 5, 2019 that over 68.5% of producers voting in the referendum voted in favor of implementation and as a result, the Council was formed. Although the \$1.00 assessment is mandatory, SB 965 provides a pathway for any producer that has paid the assessment to seek a refund without prejudice. On June 26, 2019, the Secretary announced the appointment of 20 board members and alternates representing ranchers, feedlot operators, dairy producers and processors. The 10 member board will be joined by a public member appointed by the Secretary based on a recommendation made by the Board of Directors in the future. The Council has met on several occasions and has officially announced the selection of an Executive Director, but at this time collections have not commenced. It is the hope of the Council to begin collections no later than November 1, 2019 but an official start date is subject to change. Based on annual revenue of the California Beef Council, the Council is expected to generate roughly \$3 million per year. The Council serves as an advisory body to the Secretary and Council actions and activities are subject to oversight by the Secretary and CDFA.

A copy of SB 965 is included as an addendum and provides additional information on the Council and its role and responsibilities in promoting California ranchers, beef producers and dairy farmers.

### **Scope of Work to be Performed**

The selected firm will be expected to assist the Executive Director in the day-to-day management of the Council and perform various financial and administrative services as directed. Services are likely to include but are not limited to:

- Assist in the management and administration of the assessment
- Interact with CDFA's Bureau of Livestock Identification, livestock auction markets and processing facilities that serve as the points of collection
- Administer Council finances, maintain financial records, deposit funds, administer payroll and process eligible refunds
- Assist the Executive Director in the preparation of an annual budget to be submitted to the Council and Secretary for approval and assist with the completion of an annual financial audit
- Assist the Executive Director in the facilitation of Council business including preparing and distributing Council meeting notices, agendas, meeting minutes, or reports to be included in Council publications or made available to the public
- Assist the Executive Director with meeting and event planning
- Assist the Executive Director in preparing request for proposals and processing contracts for firms, agents or individuals that have been selected by the Council to complete projects, research, industry or consumer campaigns and other relevant work to advance the mission of the Council
- Provide an office space for the Executive Director, IT and printing services and other secretarial duties to facilitate an operational office for the Council

- Provide database management services and assist with producer communications as directed
- Perform other appropriate administrative duties as directed

### **Minimum Qualifications**

- Experience in assisting quasi-governmental, advocacy or nonprofit associations with the similar needs of those requested by the Council
- Identification of key employees and support staff to perform the scope of work as described
- Key employees and staff must have excellent communication skills (both written and verbal) and the ability to build consensus amidst numerous individuals to accomplish Council objectives
- The ability to execute and support directions provided by the Executive Director and the Council
- The firm, key employees and support staff must be willing and able to adhere to strict confidentiality provisions that prohibit the Council from releasing information that would identify a single producer or the identity of a producer that has applied for a refund
- The ability to collaborate with other agricultural organizations and trade associations representing the interests of beef and dairy producers
- Office space be provided for in downtown Sacramento or in the surrounding Sacramento region
- The ability to defer initial payment, as necessary, to facilitate a final contract for a firm prior to the start of collections
- If requested, the willingness to provide a presentation to the Council during the selection process

### **Requested Information & Proposed Fees for Service**

Firms submitting proposals in response to this Request for Proposals should provide a breakdown of its fees for providing the services described above. Compensation will be offered dependent on the firm's qualifications and experience.

Proposals must include, but should not be limited to, including the following information:

- An overview of the firm and a list of relevant current and past clients
- A detailed proposal on how the firm intends to accomplish the scope of work
- A list of key employees and support staff, including their qualifications, who will be involved in performing the activities outlined in the scope of work
- A description of office space and facilities that will be made available to the Executive Director and the Council
- The method of payment and the amount of compensation requested to perform the scope of work on a monthly basis
- Three references for current or past clients that can be contacted by the Executive Director during the evaluation process

### **Submission**

Submit your proposal electronically to Justin Oldfield at: [justin@calcattlecouncil.org](mailto:justin@calcattlecouncil.org). All Proposals are due by **5:00 PM on October 18, 2019**. The selected firm will be announced no later than **November 1, 2019**.

For additional information regarding the California Cattle Council or questions regarding the bid process, please contact the Executive Director, Justin Oldfield, at 916-832-7832 or [justin@calcattlecouncil.org](mailto:justin@calcattlecouncil.org).