In the Ag6400 datasheet, Section 5.1 “Power Supplies” states that it is very important that the $V_{DD}$ supply rail powers up before the $V_{EE}$ supply rail and that if this does not happen then the Ag6400 controller chip may be damaged.

The circuit below shows a simple method of holding the $V_{EE}$ supply off until the $V_{DD}$ rail is powered.