

# SONOMA COUNTY ANIMAL SERVICES PARTNERSHIP

October 10, 2013

10:30 – Noon

Community Room - Sheriff's Department  
175 First Street West, Sonoma, CA 95476

## Meeting Notes

### Attendees:

Name	Organization
Nancy King	Pets Lifeline
Sandra Lupien	Sonoma County Animal Care and Control
Sara Tickler	Tickler & Thomas
Ellen Bauer	Sonoma County Department of Health Services
Chris Spallino	Windsor Police Department
Bret Sackett	Sonoma Police Department
David Huber	Sonoma Police Department
Mickey Zeldes	Rohnert Park Animal Shelter
Becky Lunders	teamWorks
Jeff Weaver	Sebastopol Police Department
Paul Cayler	City of Cloverdale
Mark Tuma	Cloverdale Police Department
Brigid Wasson	Sonoma County Animal Care and Control

### Welcome and Introductions

#### Animal Services Partnership Update and Structure

Update on Partner Participation – Redwood Empire Veterinary Medical Association has accepted the invitation to join the Partnership. They have identified 2 REVMA members to serve as their representatives: Ann Gillis (veterinarian/Petaluma) and Nancy Walters (veterinarian/Occidental). Kings Kastle/Green Dog Rescue indicated that they are too limited on time and resources to participate right now. They would like to revisit the opportunity after spring 2014. We are still waiting hear from the municipalities of Healdsburg and Petaluma regarding their participation on the Partnership.

Facilitator Contracts – A Request for Proposals was released by the Department of Health Services on August 27<sup>th</sup> and six proposals were received. A review committee (comprised of 3 members of the Partnership) selected 2 different consultants - Tickler & Thomas for support of the Partnership and teamWorks (Becky Lunders) for support of the workgroups. It is expected that their contracts will be finalized by 10/22/13.

September 18, 2013 Meeting – Ellen Bauer provided a brief overview of the Community Conversation meeting hosted by the Animal Services Partnership on September 18<sup>th</sup>. In

addition to providing the community with an update on the Partnership, the following question was posed to the group: : “In order to continue to build trust in the larger community in service to caring for our animal friends, what requests do you have of the Partnership to enhance trust? “ Meeting participants made the following requests:

1. People need to see action (not just talk)
2. Total transparency: Honest, complete statistics
3. Open and timely communication
4. Needs to be OK to disagree
5. Actions need to reflect community priorities (consider public survey)
6. Brand for Partnership... make more visible to public...report milestones to public
7. Recognize unique needs, humane treatment of equines
8. Alert press/cities of ordinance review
9. Each workgroup must encompass all animal needs
10. Include non-profit rescues in media outreach channels and platforms
11. Find out why not everyone is at the table
12. Meet/communicate more often (be sure to report back from workgroups)
13. Greater presence from all organizations - Paid/Unpaid alike

Ellen summarized that the requests made by participants speak to the desire for open and timely communication, transparency, consistent and timely reporting on progress, and broad participation/engagement by all interested organizations and community. There was also a request to include/recognize needs of all animals, including wildlife.

Partnership members agreed that we can effectively address these requests by proactively embedding essential features of the Collective Impact approach into all of our processes and structures. The collective impact approach is designed to create large scale impact by increasing cross-sector alignment and learning across organizations and the community. Key features of this approach include:

- **Common agenda:** Shared vision for change, agreed upon goals and objectives
- **Shared measurement:** Collecting data and measuring results consistently
- **Mutually reinforcing activities:** Mutually reinforcing actions being taken throughout community, connected to a common Animal Services Action Plan.
- **Continuous communication:** Consistent and open communication across all player to build trust, share mutual objectives and appreciate common motivation.
- **Backbone organization:** to help coordinate all of the above.

Ellen suggested the following as specific actions we can take include:

- Development of a Partnership website as a portal for open and timely communication regarding all Partnership and workgroup meetings, activities, reporting of progress and milestones.

- Regular reporting progress of workgroups at each Partnership meeting and by posting on website.
- Meetings that are open to public and information posted on website.
- Broad community outreach to recruit participation of all organizations and individuals interested in health and well-being of animals and people.
- Identify and promote organizations that align with the *Animal Services Action Plan* on the website via links to their own organizational website.
- Consistent reporting of shelter intake and outcome statistics and other identified countywide indicators on the website.

The group agreed that these are actions we can take and we should work with the facilitators to assure that we embrace this approach and look for all opportunities to embed collective impact features in our work and processes. Ellen will follow-up with Sept. 18th meeting participants with this information about what the Partnership can do to respond to their requests.

### **Partnership Membership and Structure**

Partnership Involvement – If the Partnership meets bi-monthly, how should we use our time? Partnership decisions and involvement will depend on the workgroup product. Members should commit to attend the meetings. If absence is unavoidable, an alternate, who is briefed in advance regarding items on the agenda, should attend; we can look into possibility of phone access. Communication is the key. There was a preference for same meeting location each month, ideally in Santa Rosa to be most central for all members. Reminder – partners and the public want “action.”

Workgroup Structure – Workgroup members need to commit to the work. Workgroup chairs can make this expectation clear in their groups and in identifying members. While recognizing everyone is welcome, meetings need to be well facilitated. Workgroups can develop agendas that allow public comments and suggestions.

Charter and Member Agreements – The consultants, having heard the conversation about partnership involvement, will develop a simple charter and member agreement that can be reviewed between now and the December meeting. Items that should be included are: commitment to Action Plan and collective impact approach, member alternates, minimum participation requirements, consensus decision-making model, process for nominating and selecting a rotating chairperson (rotate the position every six months).

### **Workgroup Updates**

Communications and Outreach – Sandra Lupien and Nancy King  
The first meeting was held October 9<sup>th</sup>, with 15 people attending. After group input, three high-impact priorities were identified: (1) adoption promotion; (2) building volunteerism and fostering; and, (3) low-cost spay/neuter programs. One of these priorities will be chosen for first action. Meetings are held the second Wednesday of the month at 6 pm at rotating

locations. The next meeting is scheduled for November 13<sup>th</sup> at Wildlife Rescue. The Partnership directed that this Workgroup focus on adoption promotions as its first priority with the understanding that a strong foster program supports this work. Lupien committed to bringing to the Workgroup a proposal for an Adopt Local campaign, based in the GoLocal brand. At its November 13 meeting, the Workgroup will create a strategy for moving ahead with adoption promotions.

Spay-Neuter – This workgroup has not yet convened and Jennifer Kirchner and Kiska Icard (co-chairs) did not attend this meeting. While spay-neuter messages need to be included in the work of the Communications and Outreach workgroup, the Partnership members discussed the separate need to increase the level of spay/neuter services available in the county. If there is not enough time and resources to create this separate workgroup, the Partnership could consider moving this issue forward as a standing item on the Partnership agenda. Brigid agreed to compile information on spay-neuter services currently available in the county and will check in with Jennifer and Kiska to see if there are some initial steps we could proposed taking as a Partnership to increase the level of spay neuter services in the county. We can add this as an agenda item on the December 12 meeting to hear a report back on their recommendations and next steps.

Shared Data Systems – Ellen Bauer (on behalf of John Wise)

The first project of the Shared Data Systems workgroup was to create a website to be used portal for communications regarding the Partnership for both members and the public. The web address is [www.socoanimals.org](http://www.socoanimals.org). Ellen was able to review the website via projector with the Partnership and they approved it as a “placeholder” for communications that can be later be expanded to include the other shared data features and functions identified by the group. A preliminary technical assessment about further developing the website will be conducted and recommendations presented at the December 12, 2013 meeting.

Improving Animal Ordinances and Compliance – Brigid Wasson

The ordinance group met on September 30<sup>th</sup>. The next meeting is October 22, when the group will try to narrow down the key issues to be addressed in the ordinance revision. We hope that by the December 12<sup>th</sup> meeting of the Partnership that we will have draft ordinance to review. The workgroup discussed criteria for selecting issues and how will be important to assess intended or unintended consequences; communicate with other jurisdictions about their experience/consequences; watch for outdated language; and include standards of care. One suggestion was to look at the issue of assistance dogs (how defined and regulated).

**Corrections** - Please correct spelling of Paul Cayler in future materials.

### **Next Meeting**

10:30 a.m. – 12:00 p.m., December 12, 2013

Willow Room, Finley Community Center

2060 West College Avenue

Santa Rosa, CA