

Sonoma County Animal Services Partnership

Communication & Outreach Workgroup

AGENDA

December 11, 2013

6:00 – 7:30 p.m.

Forgotten Felines

1814 Empire Industrial Ct, #F, Santa Rosa

Meeting Outcomes

- Outline collateral toolkit for Adopt Local and set timeline for completion
- Assign and commit to research projects

Welcome

5 minutes

- Agenda Review
- Introductions

Adoption Campaign

50 minutes

- Update on status of Adopt Local – Sandra Lupien
 - Buy-in from others
 - Membership
 - Logo Design
- Update on availability of graphic designer for campaign – Erin Casteel
- Need for a campaign street team – Sandra Lupien/Sara Bunyard
 - How broad a scope can this have?
- Adoptions on Socoanimals.org
- Adoptlocalsonoma.org domain
- What materials do we need to create a collateral toolkit for the campaign?
- Who can help, and when can this be done?

Update on Shared Adoption Application

5 minutes

Update on Home for the Holidays/Quarterly specials

10 minutes

- Outreach to other shelters
- ACC campaign development
- Too short turnaround

Update on research projects

15 minutes

- Local veterinarians support – Barbara & Darryl
- Lists of local pet-friendly rentals – Wendy
- Collaborative Fostering -- Sandra

Research for Next Meeting

10 minutes

Next Meeting

5 minutes

Next meeting date, location, and agenda