

Sonoma County Animal Services Partnership

Communication & Outreach Workgroup

AGENDA

November 13, 2013

6:00 – 7:30 p.m.

Sonoma County Wildlife Rescue
403 Mecham Rd, Petaluma CA 94952

Meeting Outcomes

- Determine how members want to contribute to the workgroup
- Brainstorm on tools/materials needed to promote adoptions countywide
- Develop a focused strategy to meet the goal of increased adoptions

Welcome (Becky)	5 minutes
<ul style="list-style-type: none">• Agenda Review• Purpose & Expectations	
Introductions	10 minutes
<ul style="list-style-type: none">• Workgroup members: passion, talent and interest area	
A Quick Recap	10 minutes
<ul style="list-style-type: none">• Priorities determined at October workgroup meeting (Sandra)• Report back from Animal Services Partnership (Nancy)	
Adoption Campaign	50 minutes
<ul style="list-style-type: none">• What does a collaborative, county-wide campaign look like?• What tools/materials do we need to accomplish it?• How do we promote it?• Who can work on what?• Time frame?	
Research for Next Meeting	10 minutes
<ul style="list-style-type: none">• Fostering Collaboration<ul style="list-style-type: none">○ Training○ Volunteers○ Needs• Rental properties who accept pets• Vets: special services to support adoptions• Groomers: special deals to support adoptions	
Next Meeting	5 minutes
<ul style="list-style-type: none">• Next meeting date and agenda	