

Sonoma County Animal Services Partnership

**Communication & Outreach Workgroup**

**AGENDA**

February 12, 2014

6:05 – 7:30 p.m.

490 Mendocino Avenue  
Santa Rosa  
Manzanita Room (2<sup>nd</sup> Floor)

**Meeting Outcomes**

- Review Draft Materials for Adopt Local Campaign for revisions
  - Review Spring Fling logo/finalize Spring Fling dates/strategy
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**Welcome**

- Agenda Review
- Introductions

**Adopt Local Campaign**

- Review draft campaign materials for needed revisions
- Discuss possible broadcast opportunity
- Facebook
  - Review proposed user policy
  - Discuss content gathering/posting procedure
- Outreach to rescues and shelters to facilitate participation

**Spring Adoption Special**

- Review Draft Logo
- Finalize Dates of promotion

**Collaborative Fostering**

- Is this group interested in pursuing this?

**Update on research projects**

- Local veterinarians support – Barbara & Darryl
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**Research for Next Meeting**

**Next Meeting**

March 12<sup>th</sup>, 6 – 7:30 p.m.

490 Mendocino Ave, Santa Rosa