

Sonoma County Animal Services Partnership

Communication & Outreach Workgroup

AGENDA

January 8, 2014
6:00 – 7:30 p.m.

490 Mendocino Avnue
Santa Rosa
Manzanita Room (2nd Floor)

Meeting Outcomes

- Finalize messaging and provide design direction for Adopt Local Campaign
 - Brainstorm/make recommendation for Spring adoption promotion
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Welcome 5 minutes

- Agenda Review
- Introductions

Adopt Local Campaign 30 minutes

- Report-back from design committee on messaging brainstorm session
 - Feedback from workgroup
 - Provide final design direction to designer

Spring Adoption Special 30 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 –
- Collaborative Fostering -- Sandra

Research for Next Meeting 10 minutes

Next Meeting 5 minutes

February 12th, 6 – 7:30 p.m.
490 Mendocino Ave, Santa Rosa