

**Sonoma County Animal Services Partnership
Communications and Outreach Workgroup**

Meeting Notes

10/9/13 6:00 – 7:30 p.m.

490 Mendocino Avenue, Santa Rosa

Manzanita Room

Present:

Alexis Harris (Cotati Dog Grooming), Sue Harris (Two Rock Dog Ranch), Harry Leonard (Paws for Love Foundation), Charlotte Pearce (Affinity Pet Services), Norma Bunyard, Sue Bunyard, Debbie Wymer, Mickey Zeldes (Rohnert Park Animal Shelter), Wendy Lindstrom, Erin Casteel, Doris Duncan (Sonoma County Wildlife Rescue), Jane Eagle, Darryl Roberts (SNAP Cats)

Workgroup Facilitators:

Sandra Lupien, Chair (Sonoma County Animal Care and Control); Nancy King, Co-chair (Pets Lifeline)

1. Welcome
2. Purpose of this meeting – To roll up our sleeves and get to work on collaborative communications projects to promote animal welfare, and to determine our initial priorities for that work.
3. Introductions
4. Meeting Agreements –
 - a. Listen & Speak with openness & respect
 - b. Stay on-purpose
 - c. Give Everyone a Chance
 - d. Willing to Roll Up Sleeves and Work
5. Animal Services Partnership (end 6:30 p.m.) – Lupien provided an overview of the Animal Services Partnership, its history, composition, purpose, and goals, based on the [Animal Services Action Plan](#).
6. Community Outreach Workgroup (end 6:40 p.m.)
 - a. Purpose – to roll up our sleeves and get to work on collaborative communications projects to promote animal welfare
 - b. All work relates back to Animal Services Action Plan goals
 - c. We will brainstorm and propose priorities as a group; chairs will vet priorities with Animal Services Partnership steering committee; Workgroup will move forward with designing and implementing projects to address those priorities.
7. Brainstorm session
 - a. Question: What are the high-impact achievable, opportunities for collaborative communications?
 - i. A network of foster homes for both domestic animals and wildlife
 1. Idea: “Who are you sleeping with tonight?”
 2. Idea: develop a foster home promotional “ask” to place at local businesses
 - ii. Low-cost spay/neuter for all – including horses, bunnies, etc.
 - iii. Coordinated communication around “rotating stock” among shelters
 1. Both inter-shelter communication and with the public
 2. Think of it as a business
 3. Ask: “What are the low-cost ‘nuts’ of marketing
 - iv. Online hub for one-stop shopping:
 1. All adoptable animals in the county
 2. Volunteer opportunities

3. Lost & Found animals
 - v. Countywide Pool of Volunteers
 1. Suggestion: be sure people know that there is a countywide goal of a live release rate of 95% because that information may encourage people to volunteer
 - vi. Adopt a Common message Countywide
 - vii. Get Professionals (Vets, retailers, groomers, photographers, videographers) on board to:
 1. Increase capacity (offer discount/in-kind services)
 2. Be ambassadors and educators
 3. Recruit others in their field to do the same
 - viii. Puppy mill awareness
 - ix. Countywide social media
 - x. Identify and support efforts to create new resources for shelter dogs with behavior issues
 - xi. Resources for Pet retention
 - xii. Disaster preparedness
 - xiii. Community Cats
 - xiv. Standards of Care
 - xv. Adoption promotions
 1. Suggestion "Adopt Local"
8. Choose our top 3 priorities (end 7:25 p.m.)
- a. The group chose as the top 3 priorities:
 - i. Adoption Promotions
 - ii. Creating a foster/volunteer network
 - iii. Low-cost spay/neuter
9. Next steps (end 7:28 p.m.) – Lupien and King reported that they would report on the Workgroup's conversation to the Animal Services Partnership steering committee on October 10, 2013, and solicit the steering committee's direction for Workgroup action based on the three top priorities chosen by the Workgroup. At the next Workgroup meeting, the group, based on the steering committee's input, will begin to create work plans to address the priority areas.
10. Next meeting November 13, 2013, 6:00 – 7:30 p.m. at Sonoma County Wildlife Rescue at 403 Meacham Road, Petaluma. If you would like a tour of the facility, please arrive at 5:00 p.m. Since the meeting is at dinner time, please feel free to bring your dinner. Wildlife Rescue has a full kitchen, including a microwave.
11. Adjourn 7:30 p.m.