Sonoma County Animal Services Partnership Meeting
April 10, 2014
Willow Room, Finley Center

Present: Nancy Walters, Ann Gillis, Terrie Mazzanti, Mickey Zeldes, Kiska Icard, Nancy King, Sandra Lupien, Jennifer Kirchner, Eric Thomson, Brigid Wasson, Ellen Bauer, Becky Lunders, Sara Tickler

Topic	Discussion	Action/Decision
Workgroup Reports		
Animal Ordinance Review Workgroup	**Brigid Wasson** o This workgroup presented the proposed ordinance changes at a Public Workshop on 4/7 at PRMD. About 45 people turned out to learn about the proposed changes and offer input. o The workgroup meets on 4/21 to review input and discuss next steps. Brigid reminded everyone that the changes affect the unincorporated parts of the county. Adoption of the any of the ordinance changes would be up to the individual jurisdictions.	
Communications & Outreach Workgroup	**Nancy King** o This workgroup reported on the progress made with the Adopt Local brand. It mimics the Go Local brand and will be on materials produced by this workgroup. A window cling, postcard and flier have been developed to promote Adopt Local through Sonoma County's shelters, rescues and other partner organizations. o Funding for materials: The workgroup is working on a funder who is interested. There was also interest in REVMA to support the production of the materials. o The workgroup is also open to developing educational materials to address issues that come up with the ASP. Most recently, they proposed to address the issue of barking dogs and create educational materials around that topic. o A shared campaign "Spring Fling" is developed where individual shelters or rescues can utilize the Go Local brand and the Spring Fling branding to use on whatever spring promotion they are doing. Up next will be the development of a summer campaign to encourage people to adopt.	
Shared Data Systems Workgroup	**Ellen Bauer** o This workgroup did a survey of the ASP members to find out what the top priorities are regarding shared data systems. Adoptions was the frontrunner. o The Data group will approach those who submitted proposals during the RFP process and see if any are candidates for helping develop the necessary system to make the shared adoption site a reality.	o Members were asked to review the draft Resource Guide for format and content. If there is an organization that you think should be included that isn't, contact Michelle

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	o A preliminary draft of the Animal Services Resource Guide was distributed. o Kiska suggested contacting PetFinder to see what they can offer re: adoptable animals.	(Michelle.Denham@sonoma-county.org) and she will reach out to them. o Ellen will work with John Wise to explore most feasible technology options to support easy searching for our local adoptable animals.
Spay/Neuter Workgroup	**Jennifer Kirschner** o Our February Spay Days were a great success and a great opportunity for several different organizations to collaborate. We altered nearly 100 animals and essentially knocked-out the list of animals who had been waiting (often) months to get in. Volunteers and staff from several members of the Animal Services Partnership and its workgroups made the event happen. o This group is also in the process of compiling a resource list of all services offered in Sonoma County which will be made available on the socoanimals.org website. o There is interest in planning a future Spay/Neuter Day event that would be able to be promoted to the general public in February 2015.	
Animal Services Partnership	**Sara Tickler** A survey was sent to all members of the Partnership. A summary of the data from the five respondents was reviewed followed by a discussion about the future of the Partnership. Key points from the discussion follow: o The time spent building relationships across organizations has been a good. o Every hour dedicated to the Partnership is one where individuals are not at their primary jobs. o Focusing on the four goals outlined by the BOS should continue within the workgroups. o Data sharing will continue to be an important collaboration moving forward.	o There was widely shared interest in having two meetings per year: 1. A February Data meeting to review and discuss data from the previous year and, 2. An August Partnership Summit that would include keynote speakers, break out sessions, and a social event so that people can stay in touch.