

**Sonoma County Animal Services Partnership
Communications & Outreach Workgroup Meeting**

February 12, 2014

Dept of Health Services / HPPA conference room
490 Mendocino Ave, Santa Rosa

Present: Denise Hill, Sara Bunyard, Norma Bunyard, Darryl Roberts, Charlotte Pearce, Mickey Zeldes, Barbara Templin, Erin Casteel, Nancy King, Sandra Lupien

Topic	Discussion	Action/Decision
Adopt Local Campaign		
Review draft materials	<p>Four options of the Adopt Local flyer, designed by Melissa Geissinger (thank you, Melissa!). Design #1B (smallest hand/paw) was preferred. Input from group:</p> <p><u>VISUAL</u></p> <ul style="list-style-type: none"> • Want to see a different hand/paw option (maybe at a different angle or something). • Want to see the human/animal connection in a different way... maybe a silhouette of a person playing with the dog who is in play position? Or silhouette of a human nose to nose with a dog or cat. • Some people think the cat looks like a mouse, and are wondering if another cat silhouette could be found. <p><u>TEXT</u></p> <ul style="list-style-type: none"> • In the upper right-hand corner, under you can help, just have the following: Adopt Foster Volunteer Donate • Under “How can you make a difference?” here’s what we’d like (in the following groupings): <ul style="list-style-type: none"> ○ “Adopt Local is a partnership of local shelters and rescue groups that care for animals in need. ○ Thousands of animals are available in Sonoma County for adoption, foster care, or sponsorship. Each one deserves love, care, and support. They need your help. ○ When you Adopt Local you find your new best friend AND join our community of local heroes.” 	<p>Sandra to share design/text feedback with Melissa and share revised drafts electronically with the Workgroup.</p> <p>Nancy King to take drafts and Workgroup feedback to Animal Services Partnership steering committee meeting on 2/13/14.</p>
Media	Possible broadcast opportunity: Sandra notified the group of a possible Adopt Local broadcast opportunity on Froggy Radio. The station is interested in doing a weekly segment to highlight shelter animals.	Sandra suggested to her contact there that this would be a great opportunity to highlight Adopt Local so that the program would feature participating shelters/rescues on a rotating basis. The Workgroup’s response to the prospect

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		was positive, and Sandra will continue to pursue it and report back to the workgroup on progress.
Facebook	<p>Reviewed proposed user policy.</p> <p>Discussed content gathering/posting procedure:</p> <ul style="list-style-type: none"> • Sandra reported back on a phone meeting with Sandy Glines, a volunteer recruited by Erin Casteel to help manage an Adopt Local Facebook policy. Sandy currently runs a number of Facebook pages including the Mendocino County Animal Care & Control lost and found pet page. • She is willing to donate her time for 5 hours per week to post content, help with any Facebook graphics needs, and to do initial set-up of the page. • She recommends having one more content manager, as well as 1 page monitor/moderator who is able to quickly address any questions posted to the page. • She also recommended using Pinterest. • In terms of gathering content, it was agreed that all participating groups must be represented/exposed equally, and that a system will need to be set up to gather content based on how many/which groups are participating. 	<p>The Workgroup agreed that the user policy drafted by Charlotte should be implemented for the Adopt Local Facebook page.</p> <p>Charlotte said she could help with content management 1-2 days per week to start.</p> <p>Barbara Templin and Charlotte agreed to divide up the work of calling each rescue and shelter to let them know about Adopt Local and to ask if they'd like to participate. This means having a link on the Socoanimals.org adoptions page, providing content for Facebook, and using the Adopt Local logo as they see fit to promote adoptions.</p> <p>Sandra is to provide a contact list and talking points to Barbara and Charlotte.</p>
Adopt Local Materials	Window Film and Magnets: Norma Bunyard agreed to contact GW2 printing for quotes; Barbara Templin got a quote for magnets at \$1.72 ea./500; \$1.71 ea./\$1,000. <i>How will we pay for the materials?</i>	Once we've received quotes and determined quantities needed for postcards, flyers, magnets, and window film, members of the group will fundraise based on the budget.
Adopt Local Partners	What if someone wants to be an Adopt Local partner, but has questionable standards of care?	<p>The Workgroup will need to create an agreement that all Adopt Local partners sign, stating that they adhere to the standards of care created by Darryl Roberts as part of the Local Ordinance Workgroup.</p> <p><i>*** the ASP is working on a code of conduct for Aligned Partners and this could be used for Adopt Local as well.</i></p>

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Adoption Specials		
<i>Spring Fling Campaign</i>	<p>The group liked the idea of an umbrella banner under which many campaigns could work. This umbrella banner could include, adoption campaigns, foster recruitment, donation campaigns, spay/neuter campaigns.</p> <p>There was a concern that it might be confusing if the public saw many different items under the same banner.</p> <p>We are still in search of a graphic person to take on developing this concept. Nancy will send out some ideas, but any true pro bono graphics work is appreciated.</p>	<p>The time period the "Spring Fling" is April 1st - May 31st.</p> <p>The group agreed that branding the "Spring Fling" and the Adopt Local logos for this period of time would bring a consistent recognition to the Adopt Local program.</p>
Research Projects		
Vets & Clinics	Barbara has been querying vets on an ongoing basis about their interest in displaying Adopt Local materials in their offices, on their websites, etc.	The group agreed that this was the best way to proceed.
Next Meeting	<p>Location: Sonoma County Dept. of Health Services/ HPPE Conference Room, 490 Mendocino Ave, Santa Rosa, CA (meeting room: upstairs- enter through Holy Roast Coffee as front doors will be locked)</p>	<p>Next meeting: March 12 6:05 p.m. – 7:30 p.m. 490 Mendocino Ave, Santa Rosa</p> <p>AGENDA for next meeting:</p> <ul style="list-style-type: none"> - Finalize Spring Fling, develop ideas for summer campaign - Funding sources for Adopt Local materials - Collaborative fostering (tabled til September) - Meeting location options

Meeting notes drafted by Sandra Lupien. If you have any questions, please contact Becky at becky@totalteamworks.com or Workgroup Chair Sandra Lupien at sandra.lupien@sonoma-county.org.