

**Animal Services Partnership  
Communications & Outreach Workgroup**  
June 11, 2014  
6:05-7:30pm, 490 Mendocino Ave, Santa Rosa

Present: *Sara, Norma, Sandra, Erin, Nancy, Charlotte, Denise & Becky*

<b>Animal Services Partnership &amp; Communications Workgroup</b>	The Animal Services Partnership is coming to a close, as is this workgroup. The group discussed its accomplishments and thanked members for their commitment and contributions. The group hopes that the Adopt Local brand and vision will live on with the materials we are producing (in both Spanish and English).	These meeting notes will conclude this group's work. Members will continue to collaborate as representatives of their organizations as the opportunity arises.
<b>Adopt Local materials</b>	<p>Since the partnership is coming to a close, we made one revision to the materials prior to going to print. We will remove the language about the partnership being a collaboration of animal groups and stick with the concept of Adopt Local. Also confirm REVMA gets credit for paying for the materials.</p> <p>Distribution of the materials will happen in the following ways:</p> <ul style="list-style-type: none"> <li>• Sandra will offer them to all the shelters &amp; rescues who indicated interest in helping promote Adopt Local</li> <li>• Norma &amp; Sara will collate into groups (if needed) and distribute at café's and other visible venues around town</li> <li>• Nancy will handle Sonoma Valley</li> <li>• We will utilize Dr. Nancy Walters and REVMA to get them out to the vets</li> <li>• Extra inventory will be kept at Sonoma County Animal Services</li> </ul>	<ul style="list-style-type: none"> <li>• Sandra will contact Melissa to make the slight changes to the flier and postcard.</li> <li>• Sandra will confirm quantities on window clings, postcards and fliers (both English &amp; Spanish)</li> <li>• Norma will coordinate placing the order;</li> <li>• Materials will go to Sandra for distribution;</li> <li>• Pets Lifeline will get the bill;</li> <li>• To be paid by a donation from REVMA (thank, you, local vets!).</li> </ul> <p>The target to have these materials ready is July 1.</p> <p>Nancy will make sure REVMA gets thanked for their contribution to printing.</p>
<b>Other Business</b>	Denise asked about the new alliance Sonoma Pets Alive. Nancy fielded questions since her organization is a member.	