

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

December 11, 2013

Forgotten Felines, Santa Rosa CA

Present: Sandra Lupien (Sonoma County Animal Care and Control, Chair), Barbara Templin (Forgotten Felines), Erin Casteel (volunteer), Sara Bunyard (volunteer), Norma Bunyard (volunteer), Denise Hill (FAIRE), Darryl Roberts (SNAP Cats), Charlotte Pearce (Affinity Pet Services) Becky Lunders (facilitator)

Topic	Discussion	Action/Decision
Adoption Campaign		
Adopt Local / Logo	Sandra presented a draft of the Adopt Local logo that Go Local put together for the campaign. ASP is now a member! Much discussion on the logo and colors. Adopt Local will appear on the Go Local site with click-thru to adoptlocalsonoma.org which will take people to the adoption page on socoanimals.org (which features links to adoption pages on partner websites.	Sandra will communicate the following to the log designer: <ul style="list-style-type: none"> • Background circle: olive, earthy green or purple • Would like to see two versions: (1) variety of paw prints; (2) single generic paw print centered as a watermark behind Adopt Local • Yes to the variety of paw prints; question on the bunny print (can't tell what it is, want to keep bunny print but might need new one). May want to add a horse hoof • Would like more color contrast to make the prints "pop" out, perhaps lighter paw prints? • Another suggestion is to make the Adopt Local letter white with paw prints in primary colors
Outreach / Getting Materials Out aka "Street Team"	Sara has volunteered to compile a list of businesses in the county that would be open to posting a flier or postcard to help promote the Adopt Local brand. Once we have materials and the list, we can get the word out. Coffee houses seem to be a good start, as well as pet-related businesses.	Everyone: please send Sara a list of businesses you think would be open to posting info about Adopt Local in their shop. She will compile a comprehensive list for next meeting.
Collateral Materials Wish List	The group brainstormed on what tools or materials would be helpful in promoting the Adopt Local brand. The priority list includes: <ul style="list-style-type: none"> • Postcard (two-sided, English/Spanish) • Flier (two-sided, English/Spanish) • Window Cling (with Adopt Local logo and website) – for placement in any business that supports Adopt Local • Car Magnet – to promote Adopt Local on your car Also noted is the need to have a point of sale sleeve for postcards, add QR code to materials, add the Facebook logo to materials	Since we don't have funding for these materials, the group decided to research pricing so we know what we need to bring these ideas to life. At next meeting, we'll have info on the following: <ul style="list-style-type: none"> • Car Magnet – Barb to research • Window Cling – Becky to research • Postcard & Flier – Sandra to research

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Workgroup Projects		
Graphic Artist for Materials Development	Erin recruited a graphic designer (Melissa) to give her time pro bono to the workgroup in the development of collateral materials.	Erin will connect with Melissa to set up meeting with Sandra to talk about the vision for the materials.
Design Team	The Design Team is charged with: <ul style="list-style-type: none"> • Providing input on logo which will be brought to next meeting • Initiating ideas for content on collateral materials, and then taking those ideas to Melissa for drafts. 	Design Team = Erin, Darryl, Sara, Sandra & Nancy
Spanish translation	There is a volunteer (Brenda) who may be able to accurately and efficiently translate our collateral materials into Spanish	Charlotte to contact Brenda and ask if she is interested
Facebook page	There is interest in having an Adopt Local Sonoma County Facebook page. We will need someone or a few people to serve as administrator to ensure content is fresh and monitored. We also need to establish guidelines for posting, features and content. The idea is for each rescue/shelter to supply featured animals on a rotating basis. There was much discussion around who can post and who can comment. Consensus seems to be to allow visitors to comment on Adopt Local posts, but not post their own; and we'd like visitors to be able to "share" in an effort to increase adoptions in Sonoma County.	Charlotte and Sandra will connect to do this. Erin will contact her friend who administers Mendocino County Animal Care & Control FB and ask if she is interested in helping.
Shared Adoption Application	There is interest in a shared adoption application, although it isn't the charge of this workgroup. The vision is to one day we may have either a downloadable application that adopters can fill out and bring to the shelter; or have a web-based online application hub that can be accessed by the shelters	Sandra will present the idea to the Animal Services Partnership for the Shelter Managers to address.
Quarterly specials	Nancy circulated a Home for the Holidays campaign for others to adopt for their organization. We didn't develop the idea fully due to shortage of time. We do want to develop quarterly focus topics and campaigns that each shelter can adopt as its own, or use some form of that.	Next month, everyone should come with ideas to further discuss the calendar and what the focus would be each quarter.
Research projects		
Vet Services	Barb has been talking to vets to see if there is an interest in offering free or reduced services to help the partnership achieve its goals.	Darryl and Barb will connect to further explore this partnership and how we might utilize REVMA to make it

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	Initial interest is positive. They may help with exams, surgeries and spay/neuter. Vets may also be open to putting a window cling in their place of business to promote Adopt Local	happen.
Pet Friendly Rentals	There is interest in posting pet-friendly rentals on the socoanimals.org website.	Mickey and Barb will connect us with resources and send Sandra what they have.
Collaborative Fostering	There is interest in collaborative foster, sharing fosters to get more animals into homes. Most feel we need a larger pool of fosters and we need to do a better job of promoting the idea of fostering. One challenge may be that organizations may be protective of their volunteers.	Sandra will contact Shannon Carr (FF), Doris Duncan (Wildlife), and Katherine Schram (ACC volunteer) to begin researching collaborative foster. Becky will take to the Data Workgroup the idea of a place on the website for fosters to register so we can get the contact info of new fosters and have them contacted.
Next Meeting	Wednesday, January 8 th , 6:05-7:30pm at Sonoma County Dept. of Health Services/ HPPE Conference Room, 490 Mendocino Ave, Santa Rosa, CA (meeting room: upstairs from Holy Roast Coffee)	Come prepared give a status report and move forward on development of Adopt Local campaign and materials.

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