

**CITY OF PETALUMA
ANIMAL SERVICES ADVISORY COMMITTEE
4 MARCH 2009**

I. **Attending:** John Cerini, Tim Christensen, Barbara Van Gedden, June Gerron, Grant Carl
Absent: Pam Morris, Jack Eliot, Jonathon Long
Council Liaison: David Rabbitt
Staff: Nancee Tavares, Animal Services Manager; Kathy Sousa, Shelter Supervisor

II. **Call to Order:** Meeting called to order 7:05 PM

III. **Approval of Minutes:** All approved.

IV. **Committee Comment:** Eileen Hallock has resigned her committee position due to family obligations. It was noted that her service this last year has been greatly appreciated.

V. **Shelter Report:** * The new Education program is going very well. Nancee attended a special education class at Petaluma Jr. High. A volunteer with a hearing assist dog came in and demonstrated the dog's skills and abilities. A large number of future classes have already been scheduled. * Adoption outreach is happening monthly at PetFood Express. Committee members are encouraged to attend and market these events. * The proposed changes in Chapter 9 of the Animal Services code was on Council Agenda for March 16th but was moved to the April 6th due to the large number of agenda items. Council is expecting and prepared for public comment. Mike Cook has met with some of the citizens most vocal in their opposition to the changes. The changes are also being considered for another more round of City Attorney review. * It was noted that an employee of the County of Marin Water District has been arrested for attempted animal cruelty. * The Shelter has been very busy. We have historically sheltered pets for homeless people who are staying in COTS or other local shelters. Nancee has applied for a grant to cover the cost of this "hardship" boarding but is reconsidering as many people have taken advantage and leaving the animals longer than necessary or are not currently in dire need. We are considering asking for proof of homeless shelter participation before taking the animals. There is a need stricter requirements to accept animals on a "hardship" basis now due to tough economic times. * The shelter has 31 cats ready for adoption; all that were previously quarantined for ringworm are back up for adoption. This is usually the slow time of year before kitten season starts and the number is very high. * The duct cleaning has not happened yet; an estimate has been given for clearing a fungus, which is not associated with the ringworm infestation. * 3 cats were adopted today. * There are currently 11 dogs at the Shelter, 4 of which are up for adoption. There are 6 cats being held in the back for health and temperament testing, both owner surrenders and strays. There is one semi-feral cat and one rabbit. Dogs have been adopting out quickly. * The Shelter is back to being open 5 days a week. 4 longer days a week was too difficult to staff and to track extended holding periods. The animals still need to be fed and cared for on a daily basis; cutting the days open did not cut staff need enough to maintain that schedule.

VI. **Extending date of raffle drawing:** We have sold \$12,900 in tickets, or 645 of the 1,000, so far. Everyone has been wonderful with their time and input. Last year we sold tickets for 9 months, compared to 4 months this year, and made \$13,100 on a total of 655 tickets. We still have not received a response from G & G Market and this is the last weekend for sales. Advertising in the Marin Independent Journal did very good again. Nancee received many charge calls over the phone for tickets. The Press Democrat website ad was very nice, but we did not make many sales from this source. The Petaluma 360 website had a nice article with the poster as illustration. John and Nancee would like to thank everyone for their work.

VII. **Subcommittee Reports:** *Fundraising: The Friday before last the fundraising subcommittee met. John hooked up with Duane Sartori, a local attorney who deals in wills and trusts and so forth. Mr. Sartori

donated an hour of question and answer time free of charge to discuss the possibility of having people donate part of their estate to the Shelter. The downside of this idea is there is often a disconnect between people signing a form to donate when they pass on and finalizing it with an attorney and following up at an undisclosed date. It is not currently legal to donate your whole estate to a pet. You can leave part of an estate to a specific pet, and it might be a good link to have a person wanting to do this donate to the shelter as well. Marketing could encourage people to think about donating through this service. There are many opportunities for marketing on the website and for the Animal Shelter. The subcommittee will meet again to discuss all the information and will make a presentation on their decisions at a future meeting. We are currently thinking of an awareness based marketing campaign; for instance, having a flier to hand out and post on website with information about how to take care of pet after death as well as donate to the Shelter. It should include some brand positioning; who is the Shelter, what makes it important, why would people want to donate. We probably already have something suitable in place that could be fine tuned to this purpose. Any bequest would not include taking in animals to the shelter; it is standard to leave the animals to a particular person and bequeath money to care for them. One of the ideas was holding a seminar; tying it in with financial planning seminar. Mr. Sartori also offered to meet with us at later dates to discuss ideas. *Education: Tim is working with Donna on the school program; they are taking his Bernese Mountain Dog puppy to kindergarten classes beginning March 9 for show and tell. They will be doing two classes a week for four weeks. We are very fortunate to have Donna working on behalf of the shelter. She is very coordinated, professional and enthusiastic. Part of her program includes a disaster preparedness program with a math section to figure out how much food people need for their animals. * It was noted that subcommittee meetings are currently scheduled to be once a month; now that most pressing issues have been address, we will discuss going back to bi-monthly meetings. *Tom Mathers would like to donate his time share to the shelter. The previous Shelter manager turned the offer down as it was too complicated to administer. It was suggested that we could donate it to the Evening for the Animals for auction every year. * Ireland trip ticket sales will continue this weekend; everyone should check for locations and let John know to set up a schedule.

VIII. Ordinance Change Update: Councilman Rabbitt asked for the Committee's input on the ordinance update before presenting it to Council for approval. Nancee gave a summary of the changes and the Committee's standing. It appears the main sticking point for the opposition is the development of the 501(c)3 to manage and fund the colony maintenance. It was noted that Forgotten Felines has offered to assist in this process and was turned down.

IX. Future Agenda Items: Frequency of Subcommittee Meetings

X. Meeting adjourned at 7:40 PM