

Animal Care & Control



AD HOC TASK FORCE

OUTREACH & MARKETING SUBCOMMITTEE

November 12, 2014 from 5:30 pm – 7:00 pm

Members and staff introduced themselves.

Two members volunteered to serve as Chairperson. Jeff Schwartz announced that he has volunteered to serve as “Vice-Chair” on all of the subcommittees to help facilitate communication and manage the overlapping concerns impacting more than one subcommittee.

After statements from the candidates, a vote was taken by ballot and Andrea Katsense was selected as Chair.

The List of Issues from the initial kick-off meeting was reviewed.

One member raised the issue of animal cruelty cases; specifically, the public needs to be educated on what to do when they observe abuse. Further, relationships needs to be established with the police departments as many officers are not trained on animal cruelty laws. It was suggested a “One-Sheet” be developed to help get the information out.

There was discussion on what is currently being done in terms of marketing.

ACTION ITEM: To provide members with the annual marketing plan for the department.

ACTION ITEM: To provide the member with a report related to media hits for the past 12-months. The Public Information Officer provided a list of all the positive media hits for the past 12-months to members at the meeting.

RECOMMENDATION: To improve information available to the public to find lost pets.

ACTION ITEM: Link to other Lost and Found networks.

A member discussed the utilizing inmates to clean. It was stated that female inmates are utilized Monday – Friday at the East shelter. There are some limitations to the current contract with AZ Dept. of Corrections. A member offered to try to locate a copy of the Pinal County contract to

compare. Members indicated this item should be referred to the Process & Service subcommittee.

Members discussed having dogs automatically micro-chipped at time of adoption. This may be a separate subgroup.

Members suggested the subcommittee should define goals before diving deeper into the issues.

A member stated that programs supporting Volunteers & Fosters is very important.

ACTION ITEM: To provide members with Information – the criteria of the programs and what are the greatest challenges or barriers in getting and retaining volunteers & fosters?

ACTION ITEM: To report on the actual # of “active” volunteers and what determines “active”.

There was discussion on perceptions both internal and the general public. A member stated that most in the general public do not understand the difference between MCACC & the AZ Humane Society. It was suggested that businesses need to support to get the “reality of the situation” known. Many will help once they know there is a problem or need.

ACTION ITEM: To provide information on what surveys have been done and the results.

ACTION ITEM: To gather information from other organizations to find out what programs are working, review the statistics – AZ Humane, Petsmart, AWL, Maddie’s Fund, Alliance for Companion Animals, ASPCA, etc.

A member asked about the criteria established for New Hope partners and total number in the program.

ACTION ITEM: To provide a copy of the contract and the # of current partnerships.

Proposed Goals of the Subcommittee were noted:

1. Promote adoption
2. Stop pet homelessness
3. Attract volunteers and fosters
4. Educate the community on MCACC and its services

**Education & Mass Communication will be a running theme throughout all of these goals.

With the holidays approaching, a survey will be sent to members to reschedule meeting set for the Wednesday (11/26/14) before Thanksgiving and Christmas Eve (12/24/14). Additional information on meeting dates will be sent via email to the members.

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NOTE: Immediately following the meeting, a member asked the following to be included.

ACTION ITEM: To provide the current marketing plan for Uno Por Uno and to ask staff to provide information on what they perceive as challenges with the program.

Next Action Items:

- Review available marketing information
- Review available program information – Volunteers, Fosters, New Hope, Uno Por Uno
- Review available industry information on effective programming
- Discuss available information on surveys
- Consider forming subgroups