



**Animal Care & Control
Advisory Board
September 12, 2011**

MINUTES

Attendees: Kim Culbertson, Anne Hendrickson, Maureen Haggerty, Anne Johnson, Florence Brammer, Tracy Schubert, Chris Asher, Dan Niziolek and Jeanette Wiedemeier Bower

Jeanette called the meeting to order shortly after 2pm, and thanked the group for coming.

- 1. Approval of the Minutes** – The group voted to approve the July minutes as printed.
- 2. “I’m in the Dog House” event on Saturday, October 22nd from 11:00am to 2:00pm** – Jeanette gave a brief report on the event. To date, we have commitments from the following “celebrities” to be in the kennel: Senator Scott Dibble, Senator Linda Higgins, and three Council Members (Gary Schiff, Sandy Colvin Roy, and Betsy Hodges), plus three community members. Several pet businesses have agreed to sponsor booths: Lucky Dog, The Urban Dog, Save-a-Bull, Metro Dogs, and The Bark Park. MACC had a booth at Woofstock this past Saturday and talked to a number of organizations about participating.

Jeanette asked each Advisory Board member to consider ways of getting involved in the event – sponsoring a booth, advertising to your networks, asking N=10 community members to attend, being “kenneled” and raising pledges for MACC, etc.

- 3. Back-to-School Cat Adoption Promotion (Aug 29 to Sept 10)** – Jeanette pulled some raw data regarding the number of adoptions to date. Overall, our adoptions are up tremendously. During the same two week period in 2010, we adopted 12 cats, 11 dogs and 1 small animal. During the recent Back-to-School promotion, we adopted 158 cats, 71 dogs, and 10 small animals. NOTE: In January 2012, MACC will begin separating out adoptions to the general public and those specifically to rescues. At this time, all are lumped into the same category.

In terms of our overall adoption numbers, in 2010, MACC adopted a total of 523 animals (to the public and rescue groups). As of September 10th, we hit 1,213 adoptions. We attribute this to many factors – increased media in 2011, increased number of rescue groups approved to pull from MACC (from 16 to 24), significant marketing efforts, MACC’s volunteers are talking to their networks, AHS pulling animals beginning in July, MACC’s Pet-of-the-Week initiative, Comcast’s Pets on Demand (videos of MACC adoptable animals); and MACC volunteers creating a Facebook page – Friends of Minneapolis Animal Care & Control (**please “LIKE” us**).

4. Committee Reports

- a. **Community Building & Revenue Enhancement Committee** – (Florence, Kim, Chris, and Tracy) Chris represented the committee and gave a Power Point presentation on their ideas. The group brainstormed ideas surrounding Pet licensing, friend and fundraising, and Rebranding MACC, and they offered several recommendations under each subtopic.
- b. **Animal Care & Socialization** – (Shannon, Nancy, Katie and Anne H) Anne H presented on some of their ideas about “what’s going on in the shelter?” In a nutshell, their mission is to improve the quality of life and adoptability of MACC’s pets. They are focusing on stimulation, training and socialization.

Downtown Dogs donated four posters on animal behavior, as well as a stack of bookmarks to MACC for use in our adoption packets.

Anne H. discussed an idea of conditioning of dogs by tossing treats to the dog (“kibble”) to increase adoptability and people friendliness because the dogs will come to the front of the kennels. Anne J. talked a bit about the ways that AHS does this at their shelter, as well as the research on making dogs more presentable for adoption. She offered to send some information over to us on this topic.

- c. **Responsible Pet Ownership / Education** – (Maureen, Cathy and Anne J.) Maureen distributed a handout on their committee’s work – their ideas include ways to lower complaints reported to MACC, Spay/Neuter, issues surrounding tethering dogs, canine etiquette, behavior problems, and promotion of services at MACC. At the end of Maureen’s report, it was clear that a handful of the topic areas their committee discussed overlapped with similar conversations with the other two committees. Dan clarified that we don’t necessarily want the committee to focus on lowering MACC’s work load. Instead, focus on ways of encouraging responsible pet ownership.

- d. **How should the committee process work?** – The group discussed that the committees will meet at least one time in between each of the quarterly board meetings to flesh out new ideas. The committee will present their ideas to the full group, and the board will make suggestions for future projects/direction at MACC, and MACC will take those ideas into consideration. Between now and the December meeting, Jeanette and/or Dan will be meeting individually with each committee to begin narrowing down the focus of each group’s plan. Jeanette, in collaboration with the committee members, will accomplish the work plan.

Dan reminded the group that “this is a marathon, not a sprint.” We do not expect that our committee work will be finalized by December’s meeting. But, we do hope that in a year, we have one or maybe two items accomplished from each committee.

5. **Partnership with A Rotta Love Plus** – Jeanette gave a brief update that MACC is in the initial conversations with ARLP to partner with them on educating children on responsible pet ownership and getting our officers back in the schools. Jeanette met with two members of ARLP last month and started brainstorming on how MACC could compliment the existing work that ARLP does in Minneapolis classrooms and in after-school programs. We hope to partner with ARLP monthly between November and March (our slowest time of the year).
6. **New Marketing Campaign** – Pet Licensing – MACC has been meeting with the city’s Communication Department on developing a new marketing campaign aimed at Pet Licensing. Jeanette showed the group three poster boards with three separate messages. Including the Advisory Board members, MACC has shown the boards to roughly 50 individuals to gather feedback and input on what most spoke to them when they saw the posters. Overall, the Advisory Board members like the “Pet Licensing can save lives” message, as well as the “Pets get a free ride home” message. The third message, “Pet insurance” was not as well received.

We showed the poster boards to the MACC staff, 30 of the MACC Volunteers, as well as the MACC Advisory Board. Overall, the “Pets get a free ride home” message was the most popular. Our hope is to roll out a new pet licensing campaign this winter, as we roll out our 2012 renewal campaign. We are excited about the new artwork, and will keep you posted as MACC rolls out the new campaign.

Upcoming Meetings:

December 5, 2011
March 5, 2012
June 4, 2012