



**Animal Care & Control**  
**Community Advisory Board**  
June 11, 2012

**MINUTES**

**Attendees:** Dr. Kim Culbertson, Maureen Haggerty, Sandra McNeal, Mike O'Dell, Nancy Driver, Tracy Schubert, Anne Hendrickson, Anne Johnson and Shannon McKenzie, Dan Niziolek and Jeanette Wiedemeier Bower,

Excused: Florence Brammer and Katie Grillaert

Guests: Jolene Behnke, Jenny Edgerton and Mary Kenefick

Jeanette called the meeting to order at 2:05pm, and thanked the group for coming. She introduced and welcomed Sandra McNeal and asked the group to do a roundtable introduction.

1. **Approval of the Minutes** – The group voted to approve the March minutes with an update from Nancy Driver.
2. **Committee Reports**
  - a. **Community Building & Revenue Enhancement Committee** – Florence, Kim, Tracy, and Sandra

Tracy reported that the committee has been doing research and getting price quotes on different styles of banners and signage for MACC. The group especially liked the **I Love My Pet Rewards Program** logo and would like to use the “look” at community events. They have suggested purchasing a 3 foot by 6 foot banner for the front of the Animal Shelter that highlights the adoption message. The preference is to hang the banner off-the-ground on the front of MACC’s building. Mike suggested making certain the banner was strong enough to withstand the elements.

The group also suggests purchasing several “A” frame boards. They suggested developing three different signs using the MACC branding. The idea would be to take these boards to the MACC events, dog park events, community events. The three different messages include: (1) pet licensing,

(2) pet adoptions, (3) MACC in general. A MACC Volunteer who designed last year's I'm in the Dog House pieces has already agreed to design these pieces. Florence has met with a company and has forwarded the price bid to Jeanette.

Dan mentioned that the MACC logo is being reexamined, and he and our new Interim Director would like to see new messages added to the MACC vehicles (i.e., MACC Adopts Pets).

Maureen asked the committee to whom we are targeting the marketing pieces for pet licensing? She highlighted two very different groups – lower socio-economic groups (those with no cars, no internet) and another group of folks who attend community events, can afford dog training, etc. Anne J. remarked that the banners do hit a certain population that drive-by the facility and therefore throws the message to a wider population. Anne H. commented that we should want to throw the net wide about pet adoption and pet licensing. Jeanette followed-up by mentioning that MACC has a goal to reach a whole host of populations (we have a 24-page marketing/work plan for instance). The banners on the MACC facility are an attempt to go after low-hanging fruit.

Finally, at the last meeting, the subcommittee asked that MACC-approved animal rescue groups receive pet licensing information/applications. Jeanette reported that a mailing to the 35 rescue groups went out last month.

**b. Animal Care & Socialization** – Shannon, Nancy, Katie and Anne H

As reported at the last meeting, Nancy has worked with one group of MACC volunteers on clicker training and Anne H. worked to supply MACC with canine body language posters for the Volunteer Room. Anne H. also reported that the committee is working to schedule a meeting with Dr. Terri Derr in hopes of improving the socialization and adoptability of the animals at MACC by helping them find a quiet and calm state while in the kennels. Jeanette reported that she met with Dr. Derr earlier in the week and Terri has developed an initial plan for MACC staff to begin utilizing when working with dogs in the facility to reward for calm and “all four on the floor.” Our hope is to bring awareness to staff during each and every interaction with the dogs, and then to roll out a similar program to MACC volunteers. Jeanette will help coordinate a meeting with Dr. Derr and members of the committee in the coming month.

Dan mentioned that Dr. Derr has also helped modify the cleaning protocols that MACC uses with the cats, in hopes of increasing their immune systems and lessening their stress while at the Animal Shelter. Dr. Derr has already conducted initial training for staff.

Shannon asked whether MACC uses pheromone collars or diffusers inside the Animal Shelter to calm the animals. Dr. Kim mentioned that MNSNAP tried the collars, but stopped using them because they didn't find that they made much of a difference inside their mobile unit. Anne J. mentioned the pheromone could be sprayed on the kennel or collar, but Anne H. said that MACC's negative-flow air system would negate any positive impact of the pheromones because every few minutes the old air would be pulled from the kennel.

As an alternative, Anne H. suggested classical CDs to be played at the Animal Shelter to calm animals. Nancy remarked that her personal dogs calm down listening to classical music. Jeanette mentioned that she recently learned of a free program for animal shelters and is looking into it. Dr. Derr doesn't think the research clearly supports a music-based program, but said that if it is free, it wouldn't hurt. Dan said that it might help the humans – staff and pet owners – who visit MACC daily.

Finally, Jeanette mentioned that she is looking into getting a freezer donated so that the volunteers can freeze the Kongs and the dogs will have more enrichment time trying to get their snack. Anne H. said that her business might have one to donate to MACC.

**c. Responsible Pet Ownership – Maureen, Anne J., and Mike**

One of the committee's initial goals was to identify helpful fact sheets to which MACC's website could hyperlink. Topics would include dealing with a new baby and existing pets, introducing a new pet to the family, dealing with cat scratching, and more. Anne J. forwarded Jeanette several articles earlier this week, but pulled them back in order to make certain they were the most current. She will forward the new articles soon.

Anne J. recently attended a conference and introduced a new idea at the board meeting regarding conducting outreach to pet owners in hopes of reducing surrenders of their pets to MACC. The focus would be on underserved populations – those pet owners who do not typically visit the vet because they do not have transportation or the finances to afford the services, or those populations that do not have a convenient pet store within a reasonable walking distance and therefore do not have access to crucial services like spay/neuter. The idea might include MACC building trust with the community by have a free give-away of pet food the first Saturday of each month. It becomes a regular event and pet owners come to expect it. Free services, free dog food, no questions asked.

Dr. Kim was asked whether MNSNAP targets areas of Minneapolis for their services. She said that while MNSNAP serves residents from all areas of the city, they not currently targeting their services in any one area of Minneapolis.

Jeanette said that this is an interesting idea, but at this time would be a stretch goal for MACC, as we do not currently have the staffing or resources in place for such a program. Anne H. said that she is interested in this work and believes that her staff would be willing to help.

Maureen made a good point to look to MACC's data to determine where most of our pet surrenders are coming from – impoverished areas? Anne J. mentioned that AHS' surrenders come from all populations (dog park people as well as low-income individuals).

Dan suggested that MACC should first ask the community what they need and want. If we are serious, we should send our volunteers and staff into the community to query them about their greatest challenges and needs. He added that 20 percent of MACC's intake of animals is from crisis populations.

## **New Business**

### **3. *Citizens for Minneapolis Animal Care Presentation***

Jeanette introduced three members from the Citizens for Minneapolis Animal Care group – Jolene Behnke, Jenny Edgerton and Mary Kenefick.

Jolene introduced the members of her group and distributed a formal proposal called “Good Dogs Go Home” to the Advisory Board members. She and Jenny talked through the presentation using Power Point. The main purpose of the proposal was focused on the dogs in the Holding Kennels of MACC, making them available for public adoption.

After the presentation, Jeanette opened up the meeting for discussion and the Advisory Members were allowed to ask questions. Anne J. addressed the point about extending the time for dogs in holding. She said that the problem (for her shelter and likely for MACC) is that extending the stay period for even a single day can significantly increase the chance for spread of disease in animals. Anne H. brought up the fear that pit bull type dogs that are available for public adoption run the chance of being re-victimized again in the community if not adopted into the “right” home. MACC does not currently have the resources to properly screen adoption applicants.

Anne J. said that charging higher fees for these dogs' adoptions would be a good idea – more investment in the game – and requiring a person's Driver's License would be important, too. She spent a few minutes describing AHS' Pit Bull Adoption Program.

Maureen added that she believed that MACC and her fellow Advisory Board members would be supportive of this type of idea. From her vantage point,

there has been considerable positive movement over the last several years in terms of making the Animal Shelter a better place for all animals. However, the ability to bring this proposal to fruition rests in the ability to properly fund the work of screening applicants, more staffing, etc.

Dan agreed and suggested that more-involved assessments and screenings of potential adopters would need to be added to the adoption protocols, and currently, we are not staffed for this work. Jolene remarked that the Citizens for Minneapolis Animal Care is interested in knowing the budget we might expect for this work and that her group is committed to raising the funds from the community.

As it was just past 4pm, Jeanette thanked the group for presenting. She queried the Advisory Board members of their interest in working on this type of proposal and everyone raised their hands. Jeanette said that the next step would be scheduling a meeting in another month to continue the conversation. (*The meeting is July 13 from 4 to 6pm at MACC*)

#### **4. MACC Updates**

Due to time constraints, Dan gave an abbreviated verbal report and Jeanette remarked that more detailed notes would come in the meeting minutes (see below):

- a. **Staffing** – MACC recently hired a new officer (Melissa). The police department is funding our Animal Crimes Investigator position (Sgt Herron) and she started in May. We are currently opening a new list to hire an additional officer.
- b. **NEW Animal Shelter Hours** – We are open on Mondays again! (As always, if a member of the public needs to surrender an animal, we are available every day of the week.)

Monday	3:00 to 7:00pm
Tuesday	3:00 to 7:00pm
Wednesday	3:00 to 7:00pm
Thursday	3:00 to 7:00pm
Friday	11:30am to 3:30pm
Sunday / Holidays	Closed

- c. **Summer Call Load** – Because the spring was so warm, MACC's bite reports are up 30 percent compared to 2011. It's going to be a long summer!
- d. **Pet Licensing** -- MACC developed partnerships with eleven pet businesses – vet clinics and pet stores – to license pets off-site. This has proven to be a successful venture. If any board member has a connection with other veterinary clinics in Minneapolis, please reach out to Jeanette

- e. **Donor Appeal Letter** – Our summer donor appeal (mailed in May) brought in \$5,115. In addition to other priorities, we will spend the dollars on medications that make the dogs and cats more adoptable – flea and tick medications, heartworm for dogs, and ear mite medication for cats.
- f. **Canvassing for Pet Licensing** – In July, MACC Volunteers will be distributing flyers to neighborhoods throughout the city in hopes of letting residents know of the city’s requirement to license all dogs, cats, ferrets and rabbits in Minneapolis. We ordered 20,000 flyers!
- g. **New Banners for MACC** – Jeanette will debut two new banners at the June 23-24 PRIDE Festival in Minneapolis. One banner highlights ways that MACC serves the Community (investigating animal cruelty; kenneling at no-cost for victims of domestic violence), and the second banner highlights reasons to license your pets. We plan to use the banners in MACC’s lobby when not in use at community events. The two banners are quite eye-catching!
- h. **I’m in the Dog House** – Please save-the-date: **Saturday, September 29 from 11am to 2pm** for our second annual community celebration and fundraising event. To date, we have five local businesses signed-up to be sponsors of the event and host booths in MACC’s parking lot, and five city council members have agreed to join us for the event.
- i. **Volunteers** – We recently added 11 new volunteers to the existing 66 volunteers, and Jeanette is taking applications for an August Volunteer Training. More information is on the MACC Website/Volunteers.
- j. **Dangerous Dog Paperwork** – at the last meeting, Maureen mentioned that she continues to hear from her clients that the dangerous dog packet process is confusing (her clients are trying to get clarification from her trainers, the pet owner doesn’t fully understand the process, the six-month time frame is confusing, etc.). Dan offered to have the paperwork “served” to a member of her staff; two different MACC officers served the fake paperwork to a Canine Coach trainer and we have since met with Maureen to discuss her impressions of the entire process.

Jeanette adjourned the meeting at 4:24pm and thanked everyone for coming.

### **Upcoming Meetings:**

September 10, 2012  
December 3, 2011