



Animal Care & Control
Advisory Board
September 9, 2013

Minutes

Attendees: Nancy Driver, Sandra McNeal, Maureen Haggerty, Cindy Johnson, Anne Hendrickson, Phil Ruce, Patti Anderson, Deb Morgan, Dan Niziolek and Jeanette Wiedemeier Bower

Absent: Mike O'Dell, Shannon McKenzie, Tracy Schubert and Robin

Jeanette called the meeting to order shortly after 2:00 p.m., thanked the group for coming and welcomed the new members to the board. She divided the board into small groups for an introductory get-to-know you exercise.

New Business

1. **Visioning Exercise** – This is the first meeting of the 2013-2015 board. Jeanette led the group in a visioning exercise to begin thinking and dreaming where the board and MACC will be in ten years.

a. Mission – “Why do we exist?”

Working with residents to create safe and healthy communities for people and animals

b. Values – “What do we value or believe in?”

The group brainstormed the values that are instilled at MACC and developed the following: Safe, Service, Integrity, Caring, and Education

c. Vision – “What do we want to be and how do we want to be perceived?”

The following four broad areas were identified as key vision areas for the MACC Board:

Communication

- Sounding Board – both internally and externally
- Clear Communication
- Liaison – the board is the voice of the community to MACC; the board is the voice of MACC to the community (i.e., licenses, adoptions, etc.)
- Avenue for the public to voice ideas and concerns, as well as gather information
- Perception – changing perceptions of reasonable people through more communication; board participation in public-facing events; Facebook; etc.

Education

- Community Leadership – subject matter experts
- Drive outreach and education initiatives to improve pets’ lives outside the shelter
- Input / Content Expertise
- Care and training classes for children
- Post-adoption services – classes for adoption; training classes for the community
- Outreach
- Elderly / Disabled Assistance

Animal Care

- Animal Enrichment
- Continue in-service education for MACC volunteers
- Continue Communication with critter care and partnerships
- Continue working to decrease the length of stay and stress for shelter animals
- Advocacy for Animals – promoting adoptions; decreasing animal surrenders to MACC; increasing the quality of life while in the shelter and beyond

Additional Issues

- Resource for problem-solving current animal welfare issues
- Support – The board provides MACC staff additional resources and works toward MACC’s initiatives

d. Goals – “What must we achieve to be successful?”

The three existing board committees then met separately and took the ideas developed through the Visioning Board process to find connections to the work of the individual committees. The group will meet in-between now and the next board meeting (December 2) to develop a working list of strategies the individual committee members want to pursue during the next two years.

- e. **Animal Care & Socialization** – Shannon, Nancy, Anne H and Patti
- f. **Community Building & Revenue Enhancement Committee** – Sandra, Tracy, Deb and Robin
- g. **Responsible Pet Ownership** – Maureen, Mike, Cindy and Phil

2. MACC Updates

- a. **Trap Neuter Return (TNR) Public Hearing**, Wednesday, September 11, 1:30 p.m., Room 317, City Hall
- b. **Animal Adoption Public Hearing**, Wednesday, September 25, 2:00 p.m., Room 317, City Hall
- c. **Status of Ordinance Change re: Tethering Dogs** – Due to the two public hearings (mentioned above) and the staff work involved in both of these major initiatives, the tethering ordinance was put on hold. When we can get past both of these public hearings, we hope to be able to refocus attention to the tethering ordinance.

Jeanette distributed new green board volunteer shirts to the members and adjourned the meeting at 4:10pm.

NOTE: We will take a group photo at the December meeting. Please wear your MACC shirts.

Upcoming Meetings:

December 2, 2013
March 3, 2014
June 2, 2014