

Animal Care & Control



AD HOC TASK FORCE

OUTREACH & MARKETING SUBCOMMITTEE

March 4, 2015 from 5:30 pm – 7:00 pm

The Chair opened the meeting and asked the subcommittee members to review the list of developing recommendations. From the printed copy, the Chair explained the recommendations highlighted in yellow are those with financial impacts that will be forwarded to the Budget & Funding subcommittee.

The Chair called attention to the fact that the members have worked diligently to not only develop recommendations that have a cost associated, but to also identify a possible revenue stream by increasing licensing compliance.

Members clarified the item recommending Volgistics (Volunteer Software Solutions software). Since Volgistics is the current volunteer management software, the members agreed to remove this item from the list.

Action Item: Strike Item #7 (Explore Volgistics) from list of Outreach & Marketing recommendations.

There was further discussion concerning auto-renewal for licenses. Some noted the current process to renew online is cumbersome and confusing. One of the members offered to review MCACC's website and send any observations or ideas directly to the Chairperson. Based on prior discussions, the members are aware there may be some limitations as a County website must meet certain standards and will be managed by the County's Office of Enterprise Technology.

The members revisited the license fee increase for senior citizens. It was determined that instead of \$8, the increase should be from \$6 to \$9. The general thought was that a \$3 fee increase, making the fee \$9 was 50% of the full licensing fee was appropriate and should not adversely impact licensing compliance for this demographic.

There was a brief discussion of an earlier suggestion concerning offering an amnesty period to



waive license fees for those delinquent in licensing their pets. This idea was also brought up for discussion in the Budget & Funding subcommittee.

RECOMMENDATION: Change increase in licensing fees to \$18 for altered dogs; \$48 for unaltered dogs and \$9 for senior citizen discount.

RECOMMENDATION: Increase staffing for the Public Information/Marketing office. Add one additional staff member to assist the Public Information Officer.

Based on the discussions, the Chair asked all the members if another meeting was needed or was everyone satisfied with the recommendations. All of the members agreed that any updates on wording or changes may be done via email. After going around the room, the members agreed this would be the final meeting for the Outreach & Marketing subcommittee.

NEXT STEPS: The other two subcommittees will continue to meet until the members are satisfied with the set of recommendations moving forward. Once both have closed or concluded their process, the full membership of the Task Force will reconvene for a final meeting. At the final meeting, the Chairs will present the recommendations that are to be formally submitted to the Board of Supervisors.