

MINUTES OF THE MEETING OF COLLIER COUNTY
DOMESTIC ANIMAL SERVICES ADVISORY COMMITTEE

Naples, Florida, February 15, 2011

LET IT BE REMEMBERED, that the Collier County Domestic Animal Services Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 6:30 PM in REGULAR SESSION at Domestic Animal Services Training Room, Davis Blvd., East Naples, Florida with the following members present:

CHAIRMAN: Michele Antonia
Marcia Breithaupt
Dr. Ruth Eisele
Sergeant David Estes
Tom Kepp, Jr.
Dan Martin
Jim Rich

ALSO PRESENT: Amanda Townsend, Director, DAS
Nan Gerhardt – Shelter Operations Manager
Kathy Drew, Volunteer Coordinator

I. Call to Order

Chairman Michele Antonia called the meeting to order at 6:32 P. M.

II. Attendance – Establish a Quorum

Roll call was taken and a quorum established.

III. Approval of Agenda

Sgt. David Estes moved to approve the Agenda. Second by Jim Rich. Carried unanimously, 7-0.

Dan Martin requested adding a discussion of the DAS Website to the Agenda under “New Business.”

Sgt. David Estes amended his motion and moved to approve the Agenda, with the addition of DAS Website discussion under “New Business.” Second by Jim Rich. Carried unanimously, 7-0.

IV. Approval of Minutes: January 18, 2011

Marcia Breithaupt moved to approve the Minutes of January 18, 2011, as presented. Second by Jim Rich. Carried unanimously, 7-0.

V. Old Business

A. Director’s Report

Amanda Townsend reported on:

- Smooch a Pooch - Kiss a Kitty adoption event as well as a low-cost vaccination clinic and micro-chip clinic, which resulted in 67 animals being seen, the adoption of 10 dogs and micro-chipping of 27 animals.
- Hourly shelter tours conducted
- Educational opportunities such as heartworm prevention, spay and neuter, licensing and providing information input to the database
- Revenue of \$2,765 realized

Nan Gerhardt noted:

- A monthly low-cost adoption clinic was desired in light of success of these events
- A recent Immokalee event, licensing about 80 pets and bringing in revenue of \$1,060
- A revelation of Immokalee pet owner’s interest in education, micro-chipping and proper care of their pets
- New doggie potties installed in the play yard

Amanda Townsend also reported;

- *Jim Rich* and *Kathy Drew* participated in the Senior Expo event.
- South Regional Library’s “Trucks, Trucks, Trucks” event, at which were several first responder representatives.

- Animal Control Officers talked with the children in a public reach-out opportunity.
- New program at shelter to aid disease control- a new leash for every dog- using inmate labor pool to keep new leashes clean.
- Addition of a dedicated volunteer, learning to be a vet tech, volunteering a 40-hour work week in the Vet Clinic.

1. Recognition of Committee Member

Amanda Townsend read from, and presented, a certificate of recognition from the BCC to *Michele Antonia* in appreciation of her 5 years of service to DAS.

2. Vehicular access

Amanda Townsend discussed the correspondence with Michael Greer, Transportation Planning Manager, regarding last month's public inquiry into creating an improved access to the Domestic Animal facility. Three areas of concern were given regarding the feasibility of any action:

1. *Possible 4 to 6 laning of Davis Blvd.*
2. *Surrounding properties being bigger trip generators than DAS*
3. *Reconfiguring of water management systems*

Stephen Wright reported he had talked to FDOT's District Planning person in Bartow regarding the possibility of a cut through or entry situation through the Boys and Girls Club property.

Possibilities will be evaluated by State and County Planners and updated data provided by DAS showing a bigger trip generator for DAS than formerly thought.

B. FY 2011 First Quarter Departmental Statistics

Statistic reports were e-mailed to Advisory Board members prior to the meeting. Reports were projected on a large overhead screen.

Amanda Townsend reviewed the reports pointing out:

- All outcomes plus a breakdown by dogs and cats
- Intake figures by source, method and types
- Euthanasia numbers separated by cats and dogs
- Volunteer hours – 2,000 in first quarter and continuing to grow
- Spay and Neuter surgeries (goal to reach – 1,000 per year)
- Officer activities- diligent hard work complemented by the Board

Advisory Board Members requested a comparison from last year to the current year, quarter by quarter, of cat and dog euthanasia numbers.

Their focus was to instill in the communities, responsible pet ownership.

Nan Gerhardt explained the difficult, but necessary, euthanasia selection process due to time and space.

C. Department Trust Fund Priorities

Discussion revolved around the allowable usage of the Donation Trust Fund monies and prioritizing that usage.

A listing of 16 Advisory Board's recommended ideas was prepared.

Amanda will check to see if the list fits with the Trust Fund's criteria.

It will be refined and run by the Assistant County Attorney for any

conflict with the Florida and/or County Animal Control Codes and present to DASAB for discussion and finalization. Amanda will create a donor mailing list and a Donor Survey will be conducted.

D. Demonstration of Chameleon / Google Earth interface

Amanda Townsend provided a demonstration on the overhead projector of the Chameleon/Google Earth interface maps showing Animal Control activities in each neighborhood area of the County and the types of calls and activity, depicted by various symbols. She explained, as the process is further developed, dispatches will be by priority levels (8 to 12 to 24 hrs).

VI. New Business

A. New Member Selection (handouts)

A list of applicants for service on the DAS Advisory Board was distributed. None of the applicants were present except for Sgt. David Estes, whose application was up for renewal.

The Advisory Board Members asked to expand the selection by re-advertising the positions, providing a larger selection pool; and, to invite all the applicants to attend the next meeting.

Dan Martin moved to table the selection process to the next meeting.

Second by Tom Kepp. Carried unanimously, 7-0.

Amanda will check on the possibility of Jim Rich moving to the “animal activist” category and his voting by proxy as he will be away next month. She will also check on advertising for additional applicants.

B. Website discussion –Dan Martin

Dan Martin led the discussion on using the County website to post a postcard type ad that encouraged pet seekers to check DAS first, at the same time reminded them of the time and space limits of the shelter.

Use of the County web site for promotional ads on adoptions was discussed. **Marcia Breithaupt** noted adoptions on websites are way up and DAS should utilize that avenue.

Amanda Townsend spoke about the continued reduction in division staff members, leaving fewer IT staff to work on any improvements. A 3% budget cut was also anticipated in the coming year. She cited computer security was an issue -web entry could only be by trained County staff. She will continue to work towards a solution as much as possible.

VII. Public Comment - None

A. Topic TBA (open discussion)

No topics submitted

B. Individual Comments

Stephen Wright suggested using some Donation Trust Funds for:

- Media ads - buying classified ads under heading such as “looking for pets.” (\$126 week)
- Crawler ads such as those shown on the weather station shown

- multiple times a day for (\$125 a week)
 - Try for 3 months and see how it works See if spike in adoptions
 - Opportunity to follow up on how people found out about DAS
- He also offered to provide some ideas to help with return to owner fees.

Gisela Rowley, a DAS volunteer, spoke about potential adoptees who lacked complete documentation and were upset the pet they wanted could not be put on hold until conditions were met. Some do not return. She proposed providing the option of paying a non-refundable deposit for a hold of 40 hrs or 2 work days. If requirements were *not* met, the pet would be available for adoption. A potential adoptee would not be lost. *Dan Martin suggested putting the issue on next month's agenda.*

VIII. Advisory Board Member Comments

Tom Kepp thanked DAS for working on issues requested by the Board. He agreed with increased adoption and spay/neuter efforts, but saw enforcement as the pressing issue and cited the ease of getting free pets from neighbors.

Marcia Breithaupt cited advertising and use of the website for adoptions.

Dr. Ruth Eisele favored the once a month ad, proposed by Dan Martin, showing the euthanasia numbers. It would portray the seriousness of the problem. *Amanda responded the Humane Society of the United States had conducted a market research which had pre-packaged series of messages which she will send out with the next meeting's packet.*

Dan Martin commended the Animal Control Officers for the difficult but necessary job they do for the citizens of the County.

Sgt. David Estes agreed with the advertising ideas but cautioned stressing the number of animals euthanized could be both a good or bad thing. A public relations backfire may be an undesirable ad consequence.

Jim Rich was in favor of the picture ads appealing to compassion for animals.

The next meeting of the DAS Advisory Board is scheduled for March 15, 2011

There being no further business for the good of the County, the meeting was adjourned by order of the Chair at 8:37 P.M.

Collier County Domestic Animal Services

Chairman Michele Antonia

These minutes approved by the Board/Committee on _____
as presented _____ or amended _____.