Coachella Valley Animal Campus
COMMISSION MINUTES

PLEASE NOTE THAT ITEMS ON THIS AGENDA MAY RESULT IN ACTION TAKEN BY THE ANIMAL CAMPUS COMMISSION

The next meeting of the Coachella Valley Animal Campus Commission is as follows:

THURSDAY, July 14, 2011
9:30 a.m.
Commission Meeting
CVAG Conference Room 105
73-710 Fred Waring Drive
Palm Desert, CA 92260

1. CALL TO ORDER AND ROLL CALL
Councilmember Finerty called the meeting to order at 9:30am

Members present:
Chair Cindy Finerty, Councilmember, City of Palm Desert
Karl Baker Jr., Councilmember, City of Desert Hot Springs
Mary Roche, Councilmember, City of Indian Wells
John Benoit, Riverside County Fourth District Supervisor

Others present:
Earl Moss, Police Lieutenant, City of Cathedral City (proxy)
Fred Saunders, Executive Director, Animal Samaritans
Noelia Chapa, Assistant City Manager, City of Coachella
Deby Conrad, Community Safety Manager, City of La Quinta (proxy)
Deanna Burnett, Operations Manager, CVAC
John Welsh, Public Information Officer, DAS
Rita Gutierrez, Field Services Commander, DAS
Christina Castillo, Adoption Alliance Coordinator, Animal Samaritans
Michelle Hodge, Animal Samaritans
Rob Miller, Director of Animal Services, DAS
Frank Corvino, Deputy Director of Animal Services, DAS
Noel Loughrin, Board Assistant for Supervisor John J. Benoit

2. FINALIZATION OF AGENDA
Unanimously approved

3. PUBLIC COMMENTS
None

4. ANIMAL CAMPUS COMMISSION MEMBERS AND DIRECTOR COMMENTS
None

72-050 Pet Land Place, Thousand Palms, CA 92276
8. **COUNTY ANIMAL SERVICES**

- **Publicity:** John Welsh, Public Information Chief, Animal Services
  Desert Sun recently picked up a story from the Department of Animal Services about the importance of dog licensing. Local news outlet recently did an update on the Coachella Valley Animal Campus.

- **Update:** Rob Miller, Director of Animal Services
  In May 2011 the Coachella Valley Animal Campus has 312 live outcomes due to adoptions, owner redemptions, and adoption partners. They had 337 untreatable euthanasia. A total of 134 sick and injured euthanasia. The total health euthanasia was zero.

  In June the total live outcomes were 340. The total untreatable euthanasia was 431. Total sick/ injured euthanasia was 163. Total healthy euthanasia was 20.

  Councilmember Finerty asked what the difference between sick / injured and untreatable is. Rob Miller said that sick/injured is animals that have a broken bone or something that is easily treatable if they had the resources. Untreatable is if the animal is very aggressive or has an injury that they are unable to fix.
Councilmember Finerty asked why there were no healthy euthanasia’s in May but there were 20 in June. Rob said this was because there has been a influx of animals in the shelters. Spring starts the animal shelter busy season and summer is the peak of the season. In hopes to increase adoptions the Department of Animal Services is currently running a $30 special on cat adoptions. This promotion will end August 1, 2011. Once the ASPCA Challenge begins (August 1) the Department of Animal Services will start a $5 cat adoption promotion. This price will include spay/ neuter plus the microchip.

The new Adoption Counselor, Katherine “Cookie” Briney will begin working at the Coachella Valley Animal Campus in mid-July. This is a 30 hour per week position that was funded by the Friends of the Animal Campus and is eligible for medical and pension. Cookie is a re-hire at the Animal Campus.

Councilmember Finerty asked what the department is doing to promote the cat adoption specials and the influx of animals. The Department of Animal Services will be sending out a press release to TV, print, and radio to promote their specials. They will also be passing out flyers at the Palm Springs Street Fair tonight (7/14/11). The $30 cat promotion has not yet been advertised because they have been focusing on other news releases (4th of July, licensing, etc.). They will heavily promote their $5 cat adoption in August.

The Department of Animal Services is participating in the $100,000 ASPCA Challenge. The Department of Animal Services has submitted their 2010 data for their baseline data. During July all of the animals that are being sent out to rescues are being counted in their adoption numbers. On August 1, 2011 they will begin their $5 cat promotion and they will also have a dog promotion (not yet decided as to what the promotion will be). Rob Miller asked commission members if they have suggestions for where they could place ads so to promote all of their adoptions specials. Councilmember Finerty suggested that they contact the Community Association Institute to get information on local Homeowners Associations so they can potentially advertise in their publications. It was also suggested they advertise in the Mobile Home News. Councilmember Finerty suggested that they mention in their advertisements the health benefits to having a pet. She also suggested that they host adoption events at the Westfield Mall and that Rob should contact Palm Desert City Manager, John Wohlmuth for contact information for the Westfield Mall.

9. **ANIMAL SAMARITANS** – Fred Saunders, Executive Director
   They are currently renovating their shelter on Ramon Rd. Once the shelter is renovated the administrative offices will move to the shelter. The Clinic is doing very well. Vet visits and lab diagnostics is up. The Clinic is ahead of what they projected this year’s gross income would be. Unfortunately, spay and neuter procedures have gone down. They expect this to pick up again once summer is over. There is the possibility that they have made some inroads in the Torres Martinez tribe.

10. **FRIENDS OF THE COACHELLA VALLEY ANIMAL CAMPUS** – Sam Esposito
    No report

11. **ANNOUNCEMENTS**
    The next meeting of the Animal Campus Commission is scheduled for Thursday, September 8, 2011 at 9:30 a.m. at the **Coachella Valley Animal Campus**. 72-050 Petland Place, Thousand Palms, CA.

12. **ADJOURNMENT**
    Councilmember Finerty adjourned the meeting at 9:56