

**CITY OF EVERETT
ANIMAL SHELTER ADVISORY BOARD MEETING**

Wednesday, August 28, 2019

5:30 – 7:00 P.M.

Forest Park - Parks Administrative Offices, Lower Park Conference Room
802 E. Mukilteo Blvd (see directions on page 2)

Roll Call

Adoption of Meeting Agenda

Acceptance of Minutes: May 22, 2019

Member Reports – Introduction of All Board Members

Animal Shelter Manager Report

Parks Director Report

Council Liaison Report

Citizen Comments

INFORMATIONAL/DISCUSSION ITEM

Volunteer program update

Leslie Wall

EAS website

Glynis Frederiksen

Animal code revisions

Glynis Frederiksen

Adjourn

Next Meeting

Wednesday, September 25, 2019

Forest Park, Parks Administrative Offices, Lower Park Conference Room

MISSION STATEMENT:

Everett Animal Services provides for the well-being of animals and the community through progressive animal sheltering, education, and municipal code enforcement.

Directions to Forest Park, 802 E. Mukilteo Blvd, Everett, WA 98203

Driving Directions to Forest Park:

From the North

Take I-5 exit 192 (41st St.)

Turn right onto 41st St.

Continue heading west on 41st street.

The road turns up a hillside and becomes Mukilteo Blvd.

The park is on the left at the top of the curves.

From the South

Take I-5 exit 192 - Broadway / 41st St.

Stay left up the 41st St. ramp.

Proceed through the intersection to W. 41st St.

Continue heading west on 41st street.

The road turns up a hillside and becomes Mukilteo Blvd.

The park is on the left at the top of the curves.

Parking

Immediately at the top of the hill take a very sharp left into a small parking lot next to Floral Hall. There will be an A-Board Sign directing you into the parking lot.

After parking follow the A-Board signs to the Lower Park Conference Room. It is located down two sets of stairs. The access door to the lower park conference room is on your right.

CITY OF EVERETT
ANIMAL SHELTER ADVISORY BOARD MEETING
Wednesday, May 22, 2019
5:30 – 7:00 P.M.
Everett Animal Shelter
333 Smith Island Rd, Everett, WA 98201

The meeting was called to order at **5:30PM**.

Shelter Advisory Board members present: Nathan Shelby, Kara Langus, Leslie Shattuck, Lindsay Ellsworth, Jennifer Ward, Sarah Hartwell

Board members not present: Alyssa Russell, William Morgan (excused), Brooke Fiscus (excused)

City Council Liaison present: Council Member, Scott Bader

Staff present: Lori Cummings, Parks Director; Glynis Frederiksen, Shelter Manager; Danielle Marks, Parks Admin Asst.

Acceptance of Meeting Agenda: A motion was made to accept the agenda for May 22, 2019. Motion/Second/Approved (m/s/a) unanimously to accept the agenda for May 22, 2019 as presented.

Review and Acceptance of Minutes:

A motion was made to accept the minutes from March 27, 2019. Motion/Second/Approved (m/s/a) unanimously to accept the minutes from March 27, 2019 as presented.

Member Reports

- A welcome was extended to the three new board members appointed at today's City Council meeting. New board members included Lindsey Ellsworth, Jennifer Ward, as well as Sarah Hartwell, who will serve in an alternate position. All members present shared a brief self-introduction.

Shelter Manager Report

Glynis Frederiksen reported on the following items:

- New full-time employees joining the Shelter team
 - Pam Logan and Lark Ringled both hired as Animal Care/Customer Svc Assistants
- New disinfectant (Rescue™) protocols. This disinfectant is safer around animals and staff, and will eliminate the use of multiple disinfectants.
- Security camera bids are being compiled for interior and exterior security.
- Shelter hours adjusted to a 2pm opening on Tuesdays.
- Live release rate comparisons and current occupancy shared.
- Cat cage portals have been purchased. Portals connect adjacent cages, increasing cage space and reduces stress, illness and aggression of cats.
- Volunteer stats provided. New board members encouraged to attend the upcoming Volunteer Orientation for informational purposes. Orientation will be held June 15, 11:30-1:30pm.
- Upcoming Events: Sorticulture - June 7-9 at Legion Park; Mutt Strut - August 10 at Everett Animal Shelter.

- Two Legislative Bills signed into law that will have an effect on Everett Animal Shelter
 - Senate Bill 5004 - Shelters to provide veterinary services for low-income pet owners.
 - House Bill 1026 - Breed legislation prohibiting municipalities from breed profiling.

Parks Director Report

Lori Cummings

- Parks department Financial Analyst conducting an internal financial audit throughout all Parks divisions. Generally speaking, the audit is going very well.
- Fundraising efforts for the shelter will commence in the near future, as staff look at the big picture of shelter operations.

Council Liaison Report

- **No report**

Citizen Comments – No citizens present.

Informational /Discussion Items

Dogs Playing for Life™, presented by Randy Dreyer

Introductions of Randy Dreyer as a Shelter volunteer for over 10 years. He began volunteering at the shelter as a dog walker. Currently leads the Wagsworks Team and recently launched Dogs Playing for Life™ program.

- Introduced Wagsworks program which started 4 years ago. Started working with dogs that have problems and need rehabilitation and that would have been held in isolation otherwise. This has allowed Wagsworks worked with over 200 dogs and opportunity to rehome dogs much sooner than they would have been without this program. With help from Council and shelter staff has really assisted with this program.
- Video shown on Dogs Playing for Life™ (via YouTube).
 - Get the dogs out of the enclosures, and into an enriched and social setting.
 - Saturday and Sunday mornings consist of playgrounds, as well as Friday afternoons.
 - Program development is still underway. Volunteer positions are not yet available.

Priority-Based Budgeting, presented by Lori Cummings

- The 2020 city budget process is underway and will include a more defined link between city priorities and department goals.
- Considerations made include performance measures, accomplishments, and representation of top priorities for the shelter.
- Department web page and landing page is a focus for public information.

WSU Communications/Marketing Project & Intern, presented by Glynis Frederiksen

Strategic Marketing Digital Media Plan. Several WSU, Everett campus students recently chose the Everett Animal Shelter for their Communication & Marketing class project. Staff will discuss the strategic digital media plan they created for the shelter and their suggestion for student internships.

- The plan includes social media outlets and assistance with informational messaging and fundraising efforts.
- Recommendation to utilize interns through the communications program.

- An Intern has accepted the shelter for their class project. The project is to successfully highlight and adopt out the more difficult shelter animals. This intern will visit the shelter about 15 hours per week, to help determine best practice.
- Methods of marketing to include Facebook and Facebook live, and visual engagement platforms and platforms where social media messaging can be scheduled in advance. Potential platforms to include HootSuite including images, videos, and shooting live videos with phones. As considering the use of Squarely and Instagram. This will also allow sharing of photos for public engagement.
- Interns will work directly with City Communications team to ensure city branding is consistent with both city and shelter branding tone.
- The shelter is currently a subscriber to the Amazon Wishlist, which needs an advertising boost.
- Board suggested engagement activities
 - Structured help via Sub-committee
 - Unstructured help via “Get-togethers” to share ideas, which guidance from Shelter manager.
 - Collaboration with Communications department.
 - School field trips to an Animal Shelter.

Everett Animal Shelter Website, presented by Glynis Frederiksen

- Due to lack of time, this item has been tabled to the next meeting.

Action Items

2019 Board Rules of Procedure, presented by Lori Cummings

- A recommendation was made to change the location to a more centrally located site, and suggested holding the next meeting at Forest Park as a trial. Motion was heard to move the meeting to Forest Park for the next meeting on a trial basis. The motion was seconded and unanimously approved (m/s/a).
- A recommendation was also made to move the officer elections to the January meeting, as well as the establishment of the meeting time and location to also be determined at the January meeting. A motion was heard to move the officer elections, as well as the establishment of meeting time and location to the January meeting. The motion was seconded and unanimously approved (m/s/a).
- Motion was heard to adopt the 2019 Board Rules of Procedure as proposed with accepted changes. The motion was seconded and unanimously approved (m/s/a). Board Rules of procedures were routed for signature.

Other Business

Motion was made to adjourn the meeting. M/S/A unanimously.
Meeting Adjourned @ 6:59 PM

Next meeting: July 24, 2019 at Everett Animal Shelter

Respectfully submitted,
Danielle Marks, Administrative Assistant
Parks & Community Services

**CITY OF EVERETT
ANIMAL SHELTER ADVISORY BOARD
AGENDA ITEM COVER SHEET**

TITLE: Volunteer Program Update	<input type="checkbox"/>	Adoption	Staff	Leslie Wall
	<input type="checkbox"/>	Recommendation	Phone	425-257-6011
	<input checked="" type="checkbox"/>	Discussion	Date	August 28, 2019
	<input checked="" type="checkbox"/>	Information		
	<input type="checkbox"/>	Other		

DESCRIPTION SUMMARY:

Leslie is the new Shelter Operations Coordinator for EAS. She will present volunteer program updates.

RECOMMENDATION

Information and discussion.

**CITY OF EVERETT
ANIMAL SHELTER ADVISORY BOARD
AGENDA ITEM COVER SHEET**

TITLE: EAS Website	<input type="checkbox"/>	Adoption	Staff	Glynis Frederiksen
	<input type="checkbox"/>	Recommendation	Phone	425-257-6013
	<input checked="" type="checkbox"/>	Discussion	Date	August 28, 2019
	<input checked="" type="checkbox"/>	Information		
	<input type="checkbox"/>	Other		

DESCRIPTION SUMMARY:

The EAS website was updated this past spring as part of the City of Everett's rebranding. Staff will solicit Board input regarding content.

RECOMMENDATION

Board members are asked to review EAS web pages prior to the meeting and provide observations and feedback during the meeting.

**CITY OF EVERETT
ANIMAL SHELTER ADVISORY BOARD
AGENDA ITEM COVER SHEET**

TITLE: Animal Code Revisions	<input type="checkbox"/>	Adoption	Staff	Glynis Frederiksen
	<input type="checkbox"/>	Recommendation	Phone	425-257-6013
	<input checked="" type="checkbox"/>	Discussion	Date	August 28, 2019
	<input type="checkbox"/>	Information		
	<input type="checkbox"/>	Other		

DESCRIPTION SUMMARY:

Washington State Legislative House Bill 1026 will take effect on January 1, 2020. The bill prohibits local jurisdictions from breed specific legislation (BSL) or places additional requirements and conditions on jurisdictions if BSL is desired. The Everett Municipal Code has language that is inconsistent with the new legislation.

Staff will present an overview of possible code revisions for discussion.

RECOMMENDATION

No recommendation. Information and discussion.