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FLOWER MOUND ANIMAL SERVICES BOARD WORKSESSION MEETING OF NOVEMBER 15, 2017

THE FLOWER MOUND ANIMAL SERVICES BOARD MEETING HELD ON THE 15TH DAY OF OCTOBER 2017 IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 6:00 P.M.

The Animal Services Board met in a work session with the following members present:

Mary O'Meara	Chair	Place 1
Christine Hastings	Member	Place 2
Cynthia Patterson	Vice-Chair	Place 4
Clare Schroeder-Brown	Member	Place 5
Susan Bodenmiller	Member	Place 6
Kathy Schmitt	Member	Place 7

The following members were not present:

Caitlin Dobecka	Member	Place 3
Haiyan Fan	Alternate	Place 8
Jason Webb	Alternate	Place 9

Constituting a quorum with the following member of the Town staff participating:

Dax Gollaher	Animal Services Officer/Board Secretary

A. **CALL ANIMAL SERVICES BOARD MEETING TO ORDER**

Chair Mary O'Meara called the Animal Services Board meeting to order at 6:00 P.M.

B. WORK SESSION ITEM

1. Discuss ideas for fundraising for animals at the Flower Mound Adoption Center

Member Hastings went over the events the shelter currently is involved with and explained the Animal Care Fund and what it was used for. Member Hastings also brought up the new part time position for an Outreach Coordinator and how it may benefit the shelter to participate in more events allowing for increased fundraising and community involvement opportunities.

The following Fundraising ideas were brought up and discussed.

1. Goals for how much to fundraise – Board discussed of setting a goal for a specific amount to cover a specific item prior to event.

2. Selling items such as ball caps, t-shirts or key chains. This would increase advertising and share message of the adoption center to the public. These are small in cost and can be conversation starters within the public to increase shelter's message.

3. Logo contest – donate $1.00 to vote on logo ideas. This creates community involvement and awareness.

4. Partnership with local restaurants who donate % of proceeds to Animal Care Fund.

5. Bring a tablet to events where fundraising is done to show pictures of animals the funds are helping. This can be done especially when animals cannot be brought to the events.

6. Bake Sale – event a Boy Scout or Girl Scout troop could conduct.

7. Sponsor a Kennel – individuals or family could pay a monthly, bi-annual or annual payment to sponsor a kennel. A Plaque could be placed on kennel and picture on social media for recognition to donor. These sponsorships could also be rotated on a quarterly basis if successful.

8. Paw prints or animal silhouettes could be created and placed around the shelter with a donation. Specific colors or shapes could indicate smaller vs. larger amounts donated or use different colors. The token could be placed not only at shelter but possibly around town at dog park or the Town hall.

9. Donation box at the dog park

10. Company Match Funds. Shelter designation would be required.

11. Donation booth at local events, with the small give a way items such as local races, Keep Flower Mound Beautiful event

Member Schmitt discussed that for the next meeting the board could talk about goals for the fundraiser. Ideas of how the money would be spent to get an idea of how much money to set a goal to raise for specific events. Then events could be done for a specific purpose. Chair O'Meara concurred that Member Hastings could bring back a list of items the shelter may need for the shelter. Smaller items they may need vs. "Pie in the Sky" items that are a larger expense.

Member Hastings explained that prior to receiving a large private donation that was used on the play yard expansion. The staff had voted on some wish list items they wanted for

the shelter. These items were, a new sign for the shelter, a bench for the front, and large silhouettes of animals for the fence outside as people drive up they could see them from the road.

It was brought up however that donated money goes to the Animal Care Fund and that the money could only to be spent to help the animals directly, not on items as these mentioned. Larger amounts could go toward those items but only by an outside group like the "Friends of the Animal Shelter" which does not yet exist or a group similar to "Friends of the Library". Then the group could fund raise to buy what they wanted to donate to the shelter without restrictions.

Member Schmitt asked if the animal care fund could be used for community support to donate items to people in need such as food, etc.

Member Hastings explained that the money people donate to the fund is for the animals at the shelter. It's used toward emergencies if an animal got hit by a car, or for animals that are at the shelter. Member Hastings did go on to explain that items donated have been used to give back to the community such as dog houses that were built by a Boy Scout group. Animal services will give these to residents in need who do not have one and cannot afford to purchase one.

Member Schroeder-Brown brought up the Santa Cops program which will be collecting donations of items families need and this included items for their animals such as food, beds, and toys which Animal Services assists with in collecting and donating those items.

C. COORDINATION OF CALENDARS

Animal Services Board Regular meeting – February 27, 2018

D. FUTURE AGENDA ITEMS

Update on creating new logo

E. ADJOURNMENT

The meeting was adjourned at 6:43 PM

TOWN OF FLOWER MOUND, TEXAS

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Christine Hastings, Town Representative

ATTEST:

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Dax Gollaher, Secretary