

Animal Services Board



May 23, 2023
Town Hall
2121 Cross Timbers Road
Flower Mound, TX 75028

6:30 p.m.

AGENDA

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG

C. PUBLIC COMMENT

The purpose of this item is to allow the public an opportunity to address the Board/Commission regarding any item on this agenda that is not a "Public Hearing." Issues regarding daily operational or administrative matters should first be dealt with by calling Town Hall at 972- 874-6000 during business hours. To speak to the Board/Commission during public comment, please fill out a comment form, which is located in the lobby of Town Hall.

In accordance with the Texas Open Meetings Act, the Board/Commission is restricted from discussing or acting on items not listed on the agenda.

- Speakers are limited to 3 minutes; a tone will sound at 30 seconds left and when time has expired, and times may be adjusted by the Chair depending on the number of speakers.
- Speakers must address their comments to the Board/Commission.
- Please state your name and address when speaking.

D. CONSENT ITEM(S)

This part of the agenda consists of non-controversial, or "housekeeping" items required by law. Items may be removed from Consent by any Commissioner by making such request prior to a motion and vote.

1. Consider approval of the minutes from February 22, - Consider approval of the minutes from February 22, 2023.

E. REGULAR ITEM(S)

1. - Staff Report and Activity Update
2. - Facebook Event Visibility

F. FUTURE AGENDA ITEM(S)

G. COORDINATION OF CALENDARS

1. October 24, 2023 - Regular Meeting

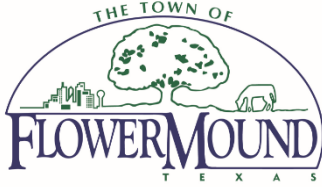
H. ADJOURN

I do hereby certify that the Notice of Meeting was posted on the bulletin board at the Town Hall for the Town of Flower Mound, Texas, in a place convenient and readily accessible to the general public at all times and said Notice was also posted on the Town's website in accordance with GC Section 551.056 on the following date and time: ____ May 18 ____, 2023, at ____ 1:30 ____ p.m., at least 72 hours prior to the scheduled time of said meeting.

Christine Hastings, Staff Liaison

The Flower Mound Town Hall and Jody Smith Hall are wheelchair accessible. Requests for accommodation or interpretive services must be made 48 hours prior to this meeting by contacting Town Hall at 972.874.6000. Additional time limits will be provided for members of the public that need to address the Town Council through a translator.

Animal Services Board



May 23, 2023
Town Hall
2121 Cross Timbers Road
Flower Mound, TX 75028

6:30 p.m.

DRAFT MINUTES

A. CALL TO ORDER

The Animal Services Board met in a regular meeting with the following members present:

Susan Bodenmiller, Chair, Place 6
David Boehner, Vice Chair, Place 3
Robyn Read, Veterinarian, Place 1
Christine Hastings, Staff, Place 2
Carol Stephens, Place 4
Rebecca Burton, Place 5
Ann Martin, Deputy Mayor Pro Tem, Place 7
Sharon Gentry, Alt. Place 8

with the following member(s) absent:
Robin Perozzi, Alt. Place 8

Chair Susan Bodenmiller called the regular meeting to order at 06:30 PM.

B. PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG

Vice Chair, David Boehner led the Pledge of Allegiance.

C. PUBLIC COMMENT

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- Speakers must address their comments to the Board/Commission.
- Please state your name and address when speaking.

No Public Comment.

D. CONSENT ITEM(S)

This part of the agenda consists of non-controversial, or “housekeeping” items required by law. Items may be removed from Consent by any Commissioner by making such request prior to a motion and vote.

1. Consider approval of the minutes from February 22, - Consider approval of the minutes from February 22, 2023.

ACTION: Title David Boehner D.1. moved to approve as presented in the agenda caption. Title Ann Martin seconded the motion.
AYES: Carol Stephens, Rebecca Burton, Robyn Read, Christine Hastings
NAYS: None
ABSTAIN: None
RESULT: 4 : 0

E. REGULAR ITEM(S)

1. - Staff Report and Activity Update

Member Hastings discussed past and future events, specifically addressing the pet registration event, a low-cost vaccine clinic, and a future fundraiser at Palio's in Flower Mound. Deputy Mayor Pro Tem, Ann Martin, suggested Animal Services reach out to Fish City Grill for a fundraiser as they have one about once a month.

2. - Facebook Event Visibility

Member Hastings discussed the popularity of various social media postings made by Animal Services. She showed examples of some of the most popular posts versus the least popular for adoptable animals and some of the reasons that some posts are more active vs. others. She went over the visibility results of past events, noting the low-cost vaccine clinic is the most popular every year. Discussion was had on a recent post to promote animals called "The Adoption Game" and the result of that post.

F. FUTURE AGENDA ITEM(S)

G. COORDINATION OF CALENDARS

1. October 17, 2023 - Regular Meeting

The next scheduled meeting was scheduled for October 24, but was later changed to Tuesday, October 17, 2023.

H. ADJOURN

Chair Bodenmiller adjourned the meeting at 6:48 p.m. on Tuesday, May 23, 2023.



ANIMAL SERVICES BOARD AGENDA E.1. REGULAR ITEM(S)

DATE: May 23, 2023
FROM: Christine Hastings, Animal Services Manager
ITEM: **Staff Report and Activity Update**

BACKGROUND: N/A

BOARD REVIEW/CITIZEN FEEDBACK: N/A

ALTERNATIVES: N/A

FISCAL IMPACT: N/A
N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. Feb 2023 Monthly Report
2. March 2023 Monthly Report
3. April 2023 Monthly Report
4. 23 - Activity List

DRAFT MOTION: Discussion Item Only

MONTHLY REPORT

Feb-23
MONTH/YEAR

317
CALLS COMP.

ANIMALS IMPOUNDED

<u>36</u> DOGS	<u>15</u> CATS	<u>0</u> LIVESTOCK	<u>4 (2Rabbit/1GPig/1Bird)</u> OTHER
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ANIMALS CLAIMED BY OWNER

<u>23</u> DOGS	<u>1</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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ANIMALS OWNER RELEASED

<u>8</u> DOGS	<u>1</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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ANIMALS ADOPTED

<u>16</u> DOGS	<u>11</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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ANIMALS PICKED UP BY RESCUE GROUPS

<u>3</u> DOGS	<u>0</u> CATS	<u>0</u> LIVESTOCK	<u>2 (Rabbits)</u> OTHER
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ANIMALS EUTHANIZED

<u>1</u> DOGS	<u>2</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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<u>3</u> TEMPERAMENT	<u>0</u> ILLNESS	<u>0</u> SPACE
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BITE REPORTS

<u>8</u> DOGS	<u>0</u> CATS	<u>0</u> LIVESTOCK	<u>2 (Dog/Sk)</u> OTHER
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PRESENTATIONS

5

DONATIONS

\$313

MONTHLY REPORT

Mar-23
MONTH/YEAR

389
CALLS COMP.

ANIMALS IMPOUNDED

<u>37</u> DOGS	<u>39</u> CATS	<u>1 (Pig)</u> LIVESTOCK	<u>4 (Turtle/2G-Pig/Rabbit)</u> OTHER
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ANIMALS CLAIMED BY OWNER

<u>23</u> DOGS	<u>8</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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ANIMALS OWNER RELEASED

<u>10</u> DOGS	<u>15</u> CATS	<u>1 (Pig)</u> LIVESTOCK	<u>3 (Turtle/2-G-Pigs)</u> OTHER
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ANIMALS ADOPTED

<u>15</u> DOGS	<u>13</u> CATS	<u>1 (Pig)</u> LIVESTOCK	<u>6(Turtle/3GPigs/Rab/Bird)</u> OTHER
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ANIMALS PICKED UP BY RESCUE GROUPS

<u>0</u> DOGS	<u>11</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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ANIMALS EUTHANIZED

<u>4</u> DOGS	<u>3</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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<u>6</u> TEMPERAMENT	<u>1</u> ILLNESS	<u>0</u> SPACE
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BITE REPORTS

<u>7</u> DOGS	<u>2</u> CATS	<u>0</u> LIVESTOCK	<u>3</u> OTHER
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PRESENTATIONS

4

DONATIONS

\$2,237

MONTHLY REPORT

Apr-23
MONTH/YEAR

356
CALLS COMP.

ANIMALS IMPOUNDED

<u>38</u> DOGS	<u>20</u> CATS	<u>0</u> LIVESTOCK	<u>2(G-Pigs)</u> OTHER
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ANIMALS CLAIMED BY OWNER

<u>28</u> DOGS	<u>2</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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ANIMALS OWNER RELEASED

<u>7</u> DOGS	<u>3</u> CATS	<u>0</u> LIVESTOCK	<u>2(G-Pigs)</u> OTHER
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ANIMALS ADOPTED

<u>5</u> DOGS	<u>18</u> CATS	<u>0</u> LIVESTOCK	<u>3(2GPigs/1Rabbit)</u> OTHER
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ANIMALS PICKED UP BY RESCUE GROUPS

<u>2</u> DOGS	<u>1</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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ANIMALS EUTHANIZED

<u>1</u> DOGS	<u>7</u> CATS	<u>0</u> LIVESTOCK	<u>0</u> OTHER
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<u>5</u> TEMPERAMENT	<u>3</u> ILLNESS	<u>0</u> SPACE
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BITE REPORTS

<u>5</u> DOGS	<u>2</u> CATS	<u>0</u> LIVESTOCK	<u>1</u> OTHER
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PRESENTATIONS

4

DONATIONS

\$187

2023 Flower Mound Activity List

January

- 6 - PD Volunteer Breakfast
- 9- Tour of Shelter
- 14- Volunteer Training Class
- 17- Old Settlers School Presentation

February

- 11- Volunteer Orientation
- 15- Old Settlers Elementary School "Giving Tree"
- 17- Primrose "Random Acts of Kindness"
- 18- Volunteer Training
- 25- Dog Park Registration Event

March

- 4- Volunteer Training Class
- 18-Volunteer Training Class
- 21- Handles Ice Cream Fundraiser
- 25- Volunteer Training Class

April

- 1-Easter Egg Scramble
- 6-Timber Creek Elementary School Career on Wheels Day
- 14-Visit Dispatch with kittens for ACO and Public Safety Telecommunicator's week
- 21- Video Interview by Student Counsel for school presentation
- 26- Founder's Classic Academy School Event (CANCELED DATE)
- 27- Truck Rodeo
- 29-TCAP Event

May

12- Girl Scout Tour

16- Wellington Elementary School Career Day

25- Palio's Fundraiser

June

10- Rock Painting Event

July

28- Kids R Kids visit / donations/ tour

August

1-31st - Clear the Shelter Month

5- Animal PAW-TY

September

October

November

December



**ANIMAL SERVICES BOARD
AGENDA E.2.
REGULAR ITEM(S)**

DATE: May 23, 2023
FROM:
ITEM: Facebook Event Visibility

BACKGROUND:

BOARD REVIEW/CITIZEN FEEDBACK: N/A

ALTERNATIVES:

FISCAL IMPACT: N/A
N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. Facebook Activity

DRAFT MOTION: Discussion Item Only

Facebook Event/Posts Visibility

In March of 2023, Flower Mound Animal Services hit our goal of having 10,000 followers to the Animal Services Facebook page.

Followers by Country:

United States	9,978
India	20
United Kingdom	16
Brazil	14
Pakistan	13
Canada	12
Philippines	12
Mexico	10
Germany	6
Myanmar	6



This post of “George” on April 16, 2023 was one if not the most popular post we’ve ever had.

It had 47,771 post impressions

42,575 people saw this post

8,036 engagements.

This post was shared 289 times

279 comments

Flower Mound Animal Services
Published by Kerri Helmick · March 17 ·

George (adopted) is a gentle giant that loves zoomies and playing ball. This extra large dog is a 2 year old Great Pyrenees/ Akbash mix. Come fall in love and adopt him tomorrow between 10AM and 3PM.

157 11 comments 52 shares

This post also of George from March 17 resulted in our next larges responses in the last 90 days with the following statistics:

Impressions – 14,063

Reach – 13,234

Engagement – 2,081

Shares – 52

Comments – 43

Reactions - 374

Album Cats Adopted

Flower Mound Animal Services
Published by Gerogia Carrena · March 14 ·

**** ADOPTED ****

Name: Bizzy
Age: 2 years old
Sex: Female ... See more

16 2 shares

This post of Bizzy from March 14th received our lowest response in the last 90 days:

Impressions – 780

Reach – 678

Engagement – 26

Shares – 2

Comments – 0

Reactions - 16

Event Postings

April 29, 2023	TCAP Event	21,818 reached	344 responses
February 25, 2023	Pet Registration – Hound mound	2,494 reached	12 responses
Nov. 19, 2022	Handel’s Ice Cream Fundraiser	2,261 reached	26 responses
Aug. 6, 2022	Birthday Paw-ty	2,261 reached	45 responses
June 14, 2022	Mad for Chicken Fundraiser	1,661 reached	10 responses
June 11, 2022	Rock Painting	3,488 reached	38 responses