



# 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**

### **Animal Campus Commission**



#### **City of Cathedral City**

Councilmember Sam Toles

#### **City of Coachella**

Councilmember Gilbert Ramirez Jr.



#### **City of Desert Hot Springs**

Councilmember Karl Baker, Jr.  
Vice-Chair

#### **City of Indian Wells**

Councilmember Mary Roche



#### **City of La Quinta**

Councilmember Kristy Franklin

#### **City of Palm Desert**

Councilmember Cindy Finerty  
Chairperson



#### **City of Rancho Mirage**

Councilmember G. Dana Hobart

#### **County of Riverside**

John J. Benoit, 4<sup>th</sup> District  
Marion Ashley, 5<sup>th</sup> District

#### **Animal Samaritans**

Al Vasquez, President  
Ex-Officio



#### **County Staff**

Noel Loughrin  
Board Assistant



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### 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**

# Coachella Valley Animal Campus

## 5. CORRESPONDENCE

None

## 6. APPROVAL OF MINUTES

Approval of the March 10, 2011 meeting minutes  
Unanimously approved

Approval of the June 2, 2011 meeting minutes  
Unanimously approved

## 7. ADOPTION ALLIANCE UPDATE

From April 25, 2011 to July 11, 2011 The Adoption Alliance program with Animal Samaritans took in 419 animals. Of the 419 animals, 307 went to rescue groups and 111 went into foster care.

The program is doing well, however they have \$4,000 in unexpected medical costs. There has been an outbreak of FIP (Feline Infectious Peritonitis) in cats they have taken in. This is an uncommon disease in cats that is not contagious. Animal Samaritans has also seen an influx of parvo cases in dogs. They have also received a vet bill over \$400 due to an emergency case from one of their pets in foster care. Animal Samaritans is currently working with the VCA Valley Animal Medical Center to lower this vet bill.

The Adoption Alliance fostering program currently has 36 families and is in need of more. They have been seeing a lot of baby kittens and puppies that need to be bottle fed. Councilmember Finerty volunteered to be a foster parent when she gets back from vacation in September. Councilmember Baker said he has not heard about fostering pets and encourages people to help spread the word about this program. Rob Miller mentioned that the county also has a fostering program, the problem is that the county gets so many animals.

## 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 (4<sup>th</sup> 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