



PUBLIC MINUTES
ADVISORY COMMITTEE ON ANIMAL CONTROL

March 24, 2016, 11:30 a.m.
Committee Room E, Ground Floor, City Hall

PRESENT: Ms. A. Ziegler, Chair
Ms. M. Gieni, Vice-Chair
Councillor Z. Jeffries
Dr. E. Hudson
Dr. M. Powell
Ms. K. Shymko
Ms. J. Thomson

ABSENT: Ms. C. Stinn
Dr. D. Hockley
Dr. S. Neumann

ALSO PRESENT: Open Space Consultant K. Ariss
Solicitor J. Manastyrski
Ms. E. Alexandrovici, Saskatoon Animal Control Agency
Ms. P. Cameron, Executive Director, Saskatoon SPCA
Inspector D. Solie
Committee Assistant D. Sackmann

1. CALL TO ORDER

The Chair called the meeting to order.

2. CONFIRMATION OF AGENDA

Moved By: A. Ziegler

That items 7.1 and 7.2 be heard before item 4.2 Statement of Expenditures and that the agenda be confirmed as amended.

CARRIED

3. ADOPTION OF MINUTES

Moved By: E. Hudson

That the minutes of Regular Meeting of the Advisory Committee on Animal Control held on February 25, 2016 be amended as follows:

1. Under item 9 it read: "It was noted that more dogs are redeemed than cats from the Saskatoon SPCA"; and
2. That the minutes be adopted as amended.

CARRIED

4. UNFINISHED BUSINESS

4.1 2015 Annual Report - Advisory Committee on Animal Control (File CK. 430-63)

Moved By: E. Hudson

That Ms. Andrea Ziegler, Chair write the Advisory Committee on Animal Control's 2015 Annual Report.

CARRIED

4.2 Statement of Expenditures (File CK. 1704-5)

Pursuant to earlier resolution Item 4.2 was moved to be heard after Items 7.1 and 7.2.

The Committee Assistant submitted a Statement of Expenditures for the Committee's review.

The Committee discussed past initiatives/programs it has supported and the options for doing this again in 2016; along with options to re-allocate some of its 2016 budget line items.

Allocation of the 2016 funds was discussed. Amendments were made as follows:

Pet Wellness Brochure	\$ 6,000
Market Research Project – Licensing	\$ 9,000
Dog Bite Awareness Campaign	\$ 3,150
One-page Information Brochure	<u>\$ 3,150</u>
TOTAL:	\$ 21,300

Inspector Solie excused himself from the meeting at 12:58 p.m.

Moved By: E. Hudson

That the information be received.

CARRIED

5. REPORT OF THE CHAIR

Moved By: A. Ziegler

That the item be deferred due to time constraints to the next meeting of the Committee in 2016.

CARRIED

6. COMMUNICATIONS

7. REPORTS FROM ADMINISTRATION

7.1 Report of Open Space Consultant (File CK. 151-18)

Open Space Consultant Ariss advised the Committee that his verbal update would revolve around Insightrix's market research project regarding pet licensing and moved into updating the Committee on the matter.

Councillor Jeffries excused himself from the meeting during discussion of this matter at 11:49 p.m.

Moved By: A. Ziegler

That the information be received.

CARRIED

7.2 Pet Licensing - Market Research Project (File CK. 151-17)

Open Space Consultant Ariss reviewed the submitted Executive Summary from Insightrix Research Inc. regarding pet licensing highlighting the following: Pet Ownership Profile; Barriers & Motivators to Licensing; Licensing Understanding; and Takeaways. The following information was also provided: in 2015 approximately 16,000 dog licenses were issued and approximately 6,000 cats in Saskatoon are licensed.

Implementation of the information obtained is the next step in this process. Animal Services will apply the information provided in this report to its

Operation Strategy, Marketing Strategy, update the City's website and make minor changes to marketing items.

Clarification on the project overrun was provided. Animal Services undertook the project knowing the cost for the project was \$24,000 this was discussed with the Committee in November 2015. There is no overrun for the project, this was misstated at the last meeting. The research scope did not change, the cost presented is the cost for obtaining qualified research. Animal Services proposes it pay \$3,000 of the remaining \$12,000 owing Inshtrix and ACAC pay \$9,000 from its 2016 budget.

Discussion ensued revolving around the various initiatives the Committee has pursued in the past and the option for doing so again in 2016 and possibly pursuing different initiatives in 2017. Also discussed was the option to change the name of the Pet Wellness Brochure to a name that conveys more appropriately the information provided in the circulation; the content of the brochure; using a different media tool for distribution; along with reallocating the 2016 Budget line items.

Moved By: E. Hudson

1. That an additional \$1,600 be allocated to the *Pet Wellness Brochure* from *Research* for a total cost of \$6,000,
2. That \$5,800 from the *Pet Reward Program* and \$3,200 from *Other Initiatives* line items be re-allocated toward the cost of Inshtrix's market research project for a total of \$9,000 and that Animal Services pay \$3,000 toward the cost of Inshtrix's research; and
3. That \$5,400 from *Educational Brochures* and the remaining \$900 from *Research* for a combined total of \$6,300 be divided equally in the amount of \$3,150 toward *Dog Bite Awareness Campaign* and a *One-page Informational Brochure*.

CARRIED

7.3 Court Report - Animal Control Bylaw Prosecutions (File CK. 435-17)

Moved By: A. Ziegler

That the item be deferred due to time constraints to the next meeting of the Committee in 2016.

CARRIED

8. ADJOURNMENT

The meeting adjourned at 1:02 p.m.

Ms. A. Ziegler, Chair

D. Sackmann, Committee Assistant