



# PIMA COUNTY

## PIMA COUNTY ANIMAL CARE ADVISORY COMMITTEE

Bi-Monthly Subcommittee Meeting

April 11, 2019

Pima Animal Care Center - Multipurpose Room, 4000 N Silverbell Rd, Tucson, AZ 85745 (520) 724-7987

1.	<p><b>The meeting was called to Order at 4:10</b></p> <p>Present Tamara Barrick Suzanne Droubie (Chair) Patty Peth Rhonda Pina joined at 4:20</p> <p>Absent Erin O'Donnell, DVM</p> <p><b>The committee stood and recited the Pledge of Allegiance</b></p>
2.	<p><b>Call to Audience – 3 minutes or less. Please refrain from repeating comments of prior speaker.</b></p> <p><b>Speaker 1</b> Ann Fuller spoke regarding a recent incident while she was walking her two dogs on leash. She stated that her neighbors dog came through the open gate and attacked her dog which later died. She voiced concern that the officer didn't appear to be able to verbalize the process and it is her understanding that the neighbors was only given a warning. Sara gave Ann her card to call to discuss the process of next steps when a dog on dog attack happens.</p> <p><b>Speaker 2</b> Jane Sherain then chose to speak and voiced that this is a similar almost identical complaint that the board has heard before. She asked the full committee address this. She wants someone to call her to discuss the ordinance laws that doesn't allow the animal control officers to act as a police officer.</p> <p>This was the end of call to the Audience.</p>
3.	<p><b>Subcommittees</b></p> <p><b>A. Breakout subcommittee sessions (30 minutes)</b></p> <p><b>a. Strategic Plan Committee</b></p> <ul style="list-style-type: none"><li>• Review annual marketing plan Sarah distributed the Marketing plan for the sub committee to review and discussed how this plan will assist in developing key points</li><li>• Develop key points, format and distribution list The committee shared several ideas for communicating with community leaders. Rhonda suggested reaching out to Jessica Hynd, constituent services for Oro Valley for input on format.</li><li>• Complete quick SWOT The committee The committee performed a SWOT analysis that was documented on poster sheets. The SWOT will be compared to the SWOTs done by PACC Leadership to help prioritize opportunities.</li></ul>
4.	<p>The meeting was adjourned at 5:30.</p>

## SWOT ANALYSIS BY PACCAC STRATEGIC PLANNING SUBCOMMITTEE

4/11/2019

### STRENGTHS

The mission resonates with the community  
High level of care for animals  
Building aesthetics: welcoming, engaging, shows we care, energizing  
Outreach: community engagement, supporting pet owners, involvement with persons facing homelessness, school education programs  
Nationally recognized  
Modern and aggressive clinic  
Provide beyond basic care: developed programs, solution based plan  
Customer service  
Friends of PACC  
Community support, high level of concern for animals  
Regional relationships with partners  
Policies that have been developed  
Volunteers: the number and their level of dedication/passion  
Data driven decisions  
GIS maps

### WEAKNESSES

Policies aren't complete  
Staff is spread too thin – take on too much  
Government regulations  
Not enough time for proper training  
Employee and volunteer burnout  
Staff and volunteer connections are loose/lacking  
Communication  
Staff and volunteer retention  
Volunteers: gaps between organizational need and what volunteers are actually doing

## THREATS

- Size of the county
- Budget constraints
- Laws/legal constraints
- Op Eds and 'investigative' reporting
- Limited donors
- What animals do after adoption
- Call volume
- Volunteers: retaining, opinion

## OPPORTUNITIES

- Stay as the preferred adoption organization in the community
- Continue to change the 'pound' perception
- Differentiate PACC from other organizations
- Proactive adopter support: follow up s and training
- Process and customer mapping to improve efficiencies
- Volunteers: improving relationships and assignments
- Hours: complete a fiscal analysis of being able to take strays/emergencies earlier in the day