

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
ACTION AGENDA SUMMARY

DEPT: Chief Executive Office

BOARD AGENDA # \*B-2

Urgent

Routine

AGENDA DATE October 26, 2010

CEO Concurs with Recommendation YES  NO   
(Information Attached)

4/5 Vote Required YES  NO

SUBJECT:

Approval to Accept Donations from the Non-Profit Animal Services Auxiliary for the Thomas W. Mayfield Regional Animal Services Facility and Approve the Animal Services Auxiliary Use of the Facility on December 15, 2010

STAFF RECOMMENDATIONS:

1. Authorize the Non-Profit Animal Services Auxiliary to use the Thomas W. Mayfield Regional Animal Services Facility for a celebration event on December 15, 2010.
2. Authorize the County to waive all fees from the Animal Services Auxiliary for the use of the Thomas W. Mayfield Regional Animal Services Facility on December 15, 2010.
3. Authorize the acceptance of donations and donated funds from the Animal Services Auxiliary for the enhancement of the Animal Services Regional Facility/Services.

FISCAL IMPACT:

The new Thomas W. Mayfield Animal Services Facility is nearing completion. The County is constructing the new shelter facility on behalf of the County and its partner cities, Modesto, Ceres, Hughson, Patterson and Waterford. The Animal Services Auxiliary is a non-profit organization. Their fundraising, education and outreach efforts are intended to directly support and mirror those of the Animal Services Agency. This includes promotion of responsible pet ownership; increased animal placements, reclaims, and adoption; solicit donations, gifts, grants or bequests in accordance with the Shelter's needs; and community outreach in the form of education, seminars, etc. related to responsible pet ownership.

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BOARD ACTION AS FOLLOWS:

No. 2010-662

On motion of Supervisor O'Brien, Seconded by Supervisor Chiesa  
and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Monteith, DeMartini, and Chairman Grover

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1)  Approved as recommended

2)  Denied

3)  Approved as amended

4)  Other:

MOTION:

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

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**FISCAL IMPACT: (Continued)**

A public dedication event is being planned for 1:30 pm on Wednesday, December 15, 2010. The Animal Services Auxiliary would like to hold an event in the evening on the same day as the public dedication ceremony hosted by the County, five City partners and the Animal Advisory Group. This event would be on Wednesday December 15, 2010 at 5:30 p.m.

All fees for the use of the Thomas W. Mayfield Regional Animal Services Facility will be waived. There is no fiscal impact to the County to approve the Animal Services Auxiliary using the facility.

The purpose of the event is to encourage community support and involvement in animal welfare issues and raise funds to be donated to Animal Services. Any donated funds that are received would be given to the Animal Services Auxiliary. The Animal Services Auxiliary would then have the opportunity to purchase and donate items for the enhancement of the Thomas W. Mayfield Regional Animal Services Facility or pay for programs that bring awareness to the spaying and neutering of animals.

The County has a successful history of working with non-profit groups and service clubs to promote community fundraising and recognition for community needs.

**DISCUSSION:**

The Board of Supervisors approved on September 21, 2010, a public dedication ceremony in conjunction with the five partner cities, and the Animal Advisory Board for the dedication of the Thomas W. Mayfield Regional Animal Services Facility. The event is planned for December 15, 2010 at 1:30 p.m. that will include a ribbon cutting and tours of the new facility and educational promotions to encourage spay neuter and responsible pet ownership as well as to celebrate the new partnership between the County and the five partner cities, Modesto, Ceres, Hughson, Patterson and Waterford.

Later during that same day on December 15, 2010 at 5:30 p.m., the Animal Services Auxiliary would like to hold an event at the Regional Animal Services Facility to celebrate the opening of the facility. By having the event on the same day as the public dedication ceremony, the Auxiliary will partner with the County to reduce costs of both events as well as raise funds from the community for animal needs and programs. Any additional costs related to the non-profit evening event will be paid for by the Auxiliary.

The Animal Services Auxiliary was established in 1989 by Stanislaus County for the purpose of rendering service to the Stanislaus Animal Services Agency. Recognized as a 501 (c) (3) non-profit organization by the Internal Revenue Services, the Auxiliary's fundraising, education and outreach efforts are intended to directly support and mirror those of the Agency. They include:

Approval to Accept Donations from the Non-Profit Animal Services Auxiliary for the Thomas W. Mayfield Regional Animal Services Facility and Approve the Animal Services Auxiliary Use Of the Facility on December 15, 2010

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- Promote responsible pet ownership;
- Increase animal placements, reclaims, and adoptions;
- Solicit donations, gifts, grants or bequests in accordance with the Shelter's needs; and
- Community outreach in the form of education, seminars, etc., related to responsible pet ownership.

The Animal Services Auxiliary will be selling \$25 tickets for their event and having a silent auction and live auction to help raise funds to support their mission. The goal is to raise funds by selling:

- Paw prints that can be engraved to be placed in the interactive corridor. There will be three sizes offered to recognize family members, groups, service clubs, individuals or animal companions.
- Plaques will be available to groups, organizations, businesses or corporations that would like to publicly acknowledge its support of the Animal Services Agency.
- Naming opportunities in the building, i.e., interview rooms, conference room, etc.

It is the goal that these donations as well as others be accepted on an ongoing basis. Funds will be collected by the Animal Services Auxiliary and donated to the Regional Animal Services Facility for the enhancement of the facility. Items donated, such as the Auxiliary's first donation of six trees, will be used to enhance the facility and programs provided by the new Joint Powers Agency.

The request from the Animal Services Auxiliary is attached. This is a great opportunity to bring the partnering agencies and community together to celebrate the opening of the facility and encourage a community-wide effort, public and citizens working together to promote responsible pet ownership.

**POLICY ISSUES:**

Celebrating the Thomas W. Mayfield Regional Animal Services Facility is consistent with the Board of Supervisors' priorities of Effective Partnerships and Efficient Delivery of Public Services.

**STAFFING IMPACT:**

Staff from the Chief Executive Office, the Cities of Modesto, Ceres, Hughson, Patterson, Waterford, the Stanislaus Animal Services Agency, the Animal Advisory Board and the Animal Services Auxiliary continue to work together to complete the new facility and promote responsible pet ownership.

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**CONTACT:**

Patricia Hill Thomas, Chief Operations Officer. Telephone: (209) 525-6333

# STANISLAUS COUNTY AUXILIARY



A voice for responsible pet ownership.

October 26, 2010

**TO:** Stanislaus County Board of Supervisors

**FROM:** Animal Services Auxiliary

**RE:** Request to accept donations from the non-profit Animal Services Auxiliary for the Thomas W. Mayfield Regional Animal Services Facility and request to use the facility on December 15, 2010.

The non-profit Animal Services Auxiliary is requesting approval of the Board of Supervisors to hold a fundraising event at the Thomas W. Mayfield Regional Animal Services Facility for a celebration on December 15, 2010. This event would take place in the evening of the dedication event scheduled on December 15, 2010. The Animal Services Auxiliary is also requesting approval to donate items from funds received from the December 15, 2010 event as well as on an ongoing basis to the Thomas W. Mayfield Regional Animal Service Facility.

Below, please find the Proposal from the Animal Services Auxiliary.

## PROPOSAL ANIMAL SERVICES AUXILIARY

### Solicitation for Donation(s) On-Site Fundraising Event, New Animal Services Agency Location

In direct support of the dedication and ribbon cutting ceremony for the new Animal Services Agency facility scheduled on December 15, 2010, Animal Services Auxiliary (ASA) proposes to solicit and accept donations on behalf of the Agency as outlined below. It is important to note that, though this letter serves as a request for approval from the Board of Supervisors for the evening of December 15, 2010, the Auxiliary's fundraising efforts will be an on-going commitment, once/if approved.

1. **Cash donations** in any amount to be applied towards new or existing Agency programs, supplies, and/or animal related items that will enhance, establish, further support, and/or allow for purchase of specified goods and services identified by the Director and/or approved by the Joint Powers (partnering cities).

2. **A sponsorship opportunity in the form of a plaque shaped like a paw print** intended to honor, memorialize, or acknowledge (including but not limited to) groups, service organizations/clubs, families/family members, individuals, and/or animal companion(s). Plaques are to be visibly displayed/mounted on the wall of the Interactive Corridor of the new facility.

**Three (3) sizes will be offered (small, medium, large) and prices are as follows: small - \$50.00, medium - \$75.00, large - \$100.00.** Animal Services Auxiliary assumes full responsibility regarding the purchase, engraving, and delivery of plaques to the facility for mounting/display. Please see sample plaques provided.

3. **A sponsorship opportunity in the form of an 8" x 10" clear acrylic plaque** made available to an individual, group, organization, business, or corporation that would like to publically acknowledge its support of the Animal Services Agency.

**This sponsorship is available in one size: 8"x 10" at a cost of \$250.00.** Animal Services Auxiliary assumes full responsibility regarding the purchase, engraving, and delivery of plaques to the facility for mounting/display. Please see sample plaque provided

4. **A sponsorship opportunity in the form of a room naming** is available to an individual, group, organization, business, or corporation that would like to publically acknowledge its support of the Animal Services Agency.

**This sponsorship is available at a cost of \$10,000.00 (per room). Room selection includes those rooms located in the Interactive Corridor of the new facility. Final selection to be mutually agreed upon by donor and Director of facility.** Materials used to apply acknowledgement/donor on room to be a collaborative effort between Animal Services Auxiliary and Animal Services Agency.

5. **Additional sponsorships include but are not limited to items, materials, services, and/or other donations that may enhance the new facility, both inside and out (i.e. trees, benches, fountains, etc).** All items will be considered/accepted on a "case by case" basis and final approval to come from the Director and/or the Joint Powers (partnering cities).

Additional support/involvement by Animal Services Auxiliary on December 15, 2010 also includes an on-site fundraising event scheduled from 5:30 P.M. to 7:30 P.M.

Thank you for allowing us to present the above information and the opportunity to partner with our non-profit organization to promote animal welfare issues and solutions in Stanislaus County.