Pet Care Alliance Meeting

https://notredog.com/ethical-pet-care-alliance

Date: 12/15/2024
Time: 10:00AM
Location:

Windell Portraits
7501 Bridgeport Way W
Lakewood, WA 98409

OR

ZOOM
https://us05web.zoom.us/j/86941341343?pwd=PBZGsMcQNhQ3fahmAJF6q9vSO3XFrH.

1. Welcome and Introductions
    a. Mission/Goal of group:
        i. Industry without regulation, trusted network
        ii. Ethical standards for each branch of the industry
        iii. Create a path to education and improvement
    b. New Attendees
2. Summary of last meeting:
    a. Go in person to invite new people
    b. Create a logo
    c. Requirements to join the organization
3. Today's goals:
    a. Website Edits
    b. Bios 3 sentence bio and portrait for each member
    c. Ethical requirements for your field - Google Sheets Add to any field you have experience or knowledge in
    d. Logo Options brainstorm ideas - have access to graphic designer to finalize
    e. Info for invites - how to reach people
        i. Ask people in person
        ii. Give fliers
        iii. Follow up
        iv. Ask who they can invite
    f. Begin Committee Creation
        i. Trainer requirements
        ii. Other groups
    g. Booths for spring/summer events
    h. Levels of membership (volunteer, probationary, and full)
        i. Probationary members have access to assistance to meet requirements (scholarships, etc)
    i. Renewed need for cameras in pet care facilities
4. Top 3 takeaways
    a. Social Media Presence
    b. CPR as organization benefit and requirement, Fear Free required for membership
    c. Logo and script for intro video
5. Future Goals/To Do:

a. Short intro video (shoot in February)
b. Longer explanation video with clips from different fields
c. Approach other nonprofits and coalitions to discuss and secure sponsorship
d. Research and develop requirements for membership and application process
e. Grow the team!

Next meeting: __January 19th____

Snack Volunteer: __Kendra_____

Stephanie:
Create email
Create social media
Create spreadsheets for contact tracking
Finish flier and send out
Send out camera hosting info
Ask Kyle for video help

Gabz:
Start working on Social Media

Risë:
Talk to Dotty about Coalition sponsorship
Research which Fear Free Certification matches businesses like hers
Print fliers

John:
Generate logo concept art for the graphic designer

Kendra:
Send logo ideas to her graphic designer
Facebook admin

Leslie:
Talk to vendors about helping us grow
Willing to help with video, offer space, etc
Begin protocols for safety (escape plans, equipment, ratios, CPR certification, etc)

Make sure people know they are welcome to participate as much or as little as they are comfortable. Even just one meeting, or emailing ideas is appreciated!

Veterinarians
Vet Techs
Other vet staff/owners
Dog therapies - massage, PT, Chiro, etc
Behavior consultants
Trainers
Groomers
Breeders
Dog walkers
Daycare
Boarding
Rescues
Show judges
Pet Shop owners/managers

Role	**Category**	**Description**	**Current Expected Time Commitment**
Board or Advisory Board	Board	You will serve a predetermined term on the Board of directors, attending monthly meetings and guiding the future of the organization. Your term will not exceed 4 years.	None beyond attending the monthly meeting for now.
Founder		You want to be involved in everything and play a huge part in getting started and sustaining the organization for many years.	Weekly communication at least. Likely have additional meetings between the main one each month.
Shaper	Volunteer	You show up to meetings and voice your educated opinion in our creation and goals.	3-5 hours per month
Committee Lead	Volunteer	You organize and lead progress in a specific goal or category	10+ hours per month
Committee member	Volunteer	You help with specific pieces of a larger specific goal	6+ hours per month
Member- Pet Professional	Member	Pays to be a part of the organization. Undergoes application and evaluation. Ideally inspections etc.	Complete application process, pay a monthly fee, and complete all requirements to stay active. Expected time after approval is minimal.