

# Pet Care Alliance Meeting

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

**Date:** 12/15/2024

**Time:** 10:00AM

**Location:**

Windell Portraits

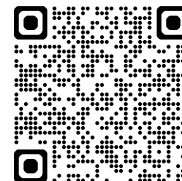
7501 Bridgeport Way W

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.