
SOUTHWEST COMMUNITY FINANCING AUTHORITY

MINUTES OF ANNUAL MEETING

February 4, 2016 at 2:00 p.m.

Murrieta City Council Chambers
1 Town Square
Murrieta, CA 92562

Members Present:

Bridgette Moore	Chairperson, City of Wildomar
Randon Lane	Vice-Chairman, City of Murrieta
Vicki Warren	City of Canyon Lake
Maryann Edwards	City of Temecula
Brian Tisdale	City of Lake Elsinore
Kevin Jeffries	County of Riverside, First Supervisorial District

Members Absent:

All Board Members were in attendance

Staff and Guests were also present at the meeting

1. CALL TO ORDER:

The Southwest Communities Financing Authority (SCFA) meeting of the Board of Directors was called to order at 2:10 p.m. by Chairperson Bridgette Moore. The following board members were present: Chairperson Bridgette Moore, Members Maryann Edwards, Brian Tisdale, Randon Lane, Vicki Warren and Kevin Jeffries. Chairperson Moore led the group in the flag salute.

2. ELECTION OF OFFICERS:

The current slate of officers is as follows:

Bridgette Moore	Chairperson, City of Wildomar
Randon Lane	Vice-Chairman, City of Murrieta
Vicki Warren	City of Canyon Lake
Maryann Edwards	City of Temecula
Brian Tisdale	City of Lake Elsinore
Kevin Jeffries	County of Riverside, First Supervisorial District

Member Jeffries made a motion to elect Randon Lane as Chairperson for 2016.

Seconded by Member Tisdale

Motion passed unanimously.

Member Jeffries made a motion to elect Vicki Warren as Vice Chair.

Seconded by Member Tisdale

Motion passed unanimously.

Slate of Officers for 2016:

Randon Lane	City of Murrieta, Chairperson
Vicki Warren	City of Canyon Lake, Vice-Chairperson
Brian Tisdale	City of Lake Elsinore
Maryann Edwards	City of Temecula
Bridgette Moore	City of Wildomar
Kevin Jeffries	County of Riverside, First District Supervisor

Chairperson Randon Lane took over the meeting.

3. MEMBER COMMENTS: No comments

4. APPROVAL OF MEETING MINUTES OF October 28, 2015:

Member Tisdale made a motion to approve the meeting minutes of October 28, 2015.

Seconded by Member Moore

Motion passed unanimously.

5. PROGRAM ADMINISTRATOR UPDATE

Mr. Brian Nestande, Program Administrator for the SCFA, stated that since the last Board Meeting on October 28, 2015, the AFV Animal Shelter vehicle gas lines were cut. AFV stated within the past year, six of the gas lines were cut during the night costing AFV about \$300 in repairs. AFV is obtaining quotes to have cameras installed on the outside of the building in hopes of eliminating this problem. On January 15, 2016 former Program Administrator Debbie Cournoyer approved the purchase of web monitoring equipment, software, and one year of service in the amount of \$2713.12, from NetCom Technology for the shelter. The reason for this has been staff had been receiving numerous emails and spam from outside sources and would like to eliminate it.

Shelter roof repair work was approved by previous administrator on December 2, 2015 with two firms; Mr. Appliance – \$2062.00, and Do Right Construction - \$602. The charges include moving the compressor unit from inside the attic to the rooftop as well as annual maintenance. Maintenance is included.

Mr. Brian Nestande provided the following highlights of today's agenda:

Item 6E: Performance Review and Ombudsman Service. Each Board Member received an email explaining why the EMC was unsuccessful in completing the agreement with Tim Crum of Animal Shelter Services LLC. Staff has since contracted with Michael Arms of the Helen Woodward Center, one of the consultants included in the initial RFB process. The Helen Woodward Center offers these services pro-bono. The agreement is finalized and AFV has been communicating with the center and has scheduled several meetings with Mr. Arms and Ms. Truderung. At the last JPA Board meeting a question was raised as to how often the performance review of the shelter should occur. Section 9(a) of the Operations Agreement states "The Contract Review Committee may recommend and order annual performance reviews by an independent third party agreed upon by AFV to perform a review of AFV's services and operation of the shelter....."

Item 6F: Communications Flow Chart was in response to Member Lane's request from the previous meeting. Staff reviewed the operations agreement and came up with the communication log and flow chart. The flow chart is included for today's discussion under Item 6F.

Item 10: Coordinating Marketing Program. Staff provided history of the dog and cat intake dating back to 2011 based on information provided by AFV with the monthly annual reports. It showed that animal intake appears to be decreasing for most of the region. AFV will have additional information on dog and cat statistics under item 9.

6. **RECEIVE AND FILE: 6A – 6F** - Chairman Lane asked if the Board had any questions on Items 6A-F. No questions rose. Chairman Lane asked if there were any speakers for Item 6. No speakers at this time.

7. **APPROVAL OF OPERATING BUDGET ITEMS:**

A. 2016/17 AFV Operating Budget

Mr. Nestande stated the 2016/2017 Operating Budget is for review and approval by the Board as well as the annual review, pie charts of animal counts, and the revenue expense allocations to cities.

Chairman Lane asked for questions on Item 7A, regarding the 2016/17 Operating Budget. Member Moore pointed out that the net funding is \$1,114,273. However, the budget goal was always to remain under \$1 million. Member Edwards stated that in the early planning stages the discussions were to try to achieve that goal for as many years as possible. All understood that eventually, this wouldn't be possible, but pointed out that they have easily stayed under \$1,000,000 the first year and have continued until this year. She also mentioned that she doesn't know if it is realistic to continue to consider a \$1,000,000 budget. Member Tisdale then asked if someone can let them know where the cost has gone up. Ms. Anderson stated that one thing that AFV had to increase this past year was purchasing the animal food. In the past AFV had the food donated, but this past year donations have gone down and hence Ms. Anderson put in a \$10,000 request. Ms. Anderson stated the following items have gone up in cost:

- Insurance
- Workman's Comp
- Health Benefits
- Operating Supplies
- IT
- Independent Audit

Attorney fees have been calculated in the budget as well. Repairs and maintenance was left in the budget even though they didn't spend as much as the previous year. The same amount was kept in as it seems that there are always more things going wrong with the building. However, one thing that did go down was revenue. This was a change, as it went down some \$20,000. Ms. Anderson explained that thinks revenue has gone down as adoptions happen in spurts. AFV estimated that it would go down some \$9,000. However, when AFV holds specials and tries to clear the shelter, the adoptions are \$5 - \$10, rather than \$60 and \$80. AFV would rather see an animal leave alive and not have the cost of disposal.

Member Moore asked if this year is \$114,000 over the \$1,000,000 mark. Ms. Anderson replies that it is and provided a spreadsheet for the Board. She explained that they have been in operation for six

years and for six years the budget has been kept under \$1,000,000. Chairman Lane commented regarding the GNA distribution, that he did not see a line item for this until the 2015/16 Budget, which is \$71,000 and this year it is \$83,000. Ms. Anderson explains that it should have been in every year, which is on the last page and carries over to the general. Ms. Anderson also explained that when AFV took over the contract they guaranteed the JPA that they would run the shelter for five years for \$1,000,000 or less, and stated that AFV completed this for six years. Ms. Anderson mentioned that one other bid came in to run the shelter and that was the county at \$2,000,000; it was off the cuff and wasn't anything set in stone. In turn, AFV feels they have saved the JPA \$6,000,000 over the last six years.

Ms. Anderson explained that when an animal comes in, it is counted from the city in which the animal is collected. When an animal is adopted or returned to the owner, the money AFV collects is then returned to the city. The dollar follows the animal. However, when an animal is dropped off during the night, it is allocated between every city and AFV. The first dog will be assigned to the county, the next to Temecula, etc. At the end of the month, it is made sure that everyone received the same amount of night drops. When an animal is dropped off during the day, AFV asks for ID and inputs the information into the computer. However, if a person lives in Wildomar and found an animal in the county, the person would tell AFV the cross streets they found the animal. In turn the animal will be marked under the county.

Regarding the budget, Ms. Anderson explained due to the shelter being in Wildomar, Wildomar receives a \$500 a month credit of JPA funding and AFV contribution. The amount in the Budget Summary is \$1,059,778 – Wildomar receives a \$6000 credit. This is based on AFV's 5.9% Out of Area animals accepted, and AFV takes this responsibility by paying the cost to operate for the out of area animals. Member Moore asked if 8B & 8C increases, could all this change. Ms. Anderson responds that as far as JPA money is concerned, it is not included in the AFV budget.

Chairman Lane asked for a motion on Item 7A.

Motion made by Member Edwards to approve Item 7A

Second by Member Moore

Motion passed unanimously

B. 2016/17 Annual Fee Schedule and Pie Charts of Animal Counts

Chairman Lane asked if there are any questions on the Annual Fee Schedule – There were no questions or comments.

C. Revenue/Expense Allocation Credit to Cities

Chairman Lane asked if there are any questions on the Revenue/Expense Allocation Credit to Cities – There were no questions or comments.

Chairman Lane asked for a motion for Items 7B & 7C.

Motion made by Member Moore to approve Item 7B & C

Second by Member Edwards

Motion passed unanimously

8. Approval of:

A. Memorandum of Agreement – AFV Right to Title - Mr. Nestande stated that a document needs to be signed at the conclusion of the meeting to perfect the turning over the building to Animal Friends of the Valley at the completion of the payment of the bonds. JPA Counsel was asked to elaborate on this. JPA Counsel's Kristine Valdez stated that the agreement would result in the MOU between the JPA and AFV being filed in the clerk's office. Currently the MOU does give the title to AFV upon the conclusion of the 30-year bond period. Or if they pay off the bond early the title will transfer at that point. This is just confirming the agreement and is making it available for future use as all continue to move on in our lives.

Regarding Right to Title, Member Moore asked why they are signing it. Ms. Anderson stated that their attorney wanted it on record that it was going to be recorded with the county and that the MOU exists. Member Tisdale stated what is taking place is an administrative manner, because the JPA is already under the contract to do this.

B. Increase in Allowance of Administrative Expense Allocation by \$6777. Mr. Nestande stated that Items B & C go together as Item B is a budget adjustment for the current year for \$6777. There are more legal cost than projected, so the JPA Executive Management Committee (EMC) is taking that projection from what the legal fees were this past year into the next year and hence the requests an increase from \$25,000 to \$35,000 for the next year.

C. Increase Allowance of Future Administrative Expense Allocation from \$25,000 to \$35,000.

Member Moore asked if there is a reason that they should see an increase. Ms. Valdez stated that County Counsel services were just approved to go up the next fiscal year, so this may be a reason for the higher legal cost. Chairman Lane stated that this isn't just for the legal fees, but also has to do with the administrative fees, as the board is meeting more often than before. By adding the additional JPA Board meetings more cost are incurred for staff time.

Chairman Lane asked for a motion for Item 8.

Motion made by Member Edwards to approve Items 8A, B, C. Second by Member Jeffries

Motion passed unanimously

9. AFV Shelter Updates.

A) Accomplishments

- The shelters live release rates for both dogs and cats went up 8%. Dog's percentage is at 88% live releases and cats are 59%. This is due to more adoptions and return to owners, as well as fewer animals coming into the shelter.
- Huey's Heroes Reading Program is where kids come in and read to the dogs, every Wednesday for two hours. The kids come to the shelter and sit in front of the kennel and read for ½ or so.
- AFV has also launched their new website this past year. With the website, a person is able to print out a kennel card and the site shows three pictures per animal, as well as more information. A blog is also available on the website, as well as Lost and Found.

- AFV is still working with Wings of Rescue, in which they fly the animals to other states. Last year, they flew 207 animals.
- This past year AFV sent to rescue 649 animals to 200 approved rescue sites.
- The microchip/voucher program is still available for any resident that resides within each city's jurisdictions. Vouchers are available for Canyon Lake, the county and Temecula for spay and neuter. Spay and neuter days will be February 23, so this month AFV will put out \$35,000 for anyone with no income requirements. The clinic is open five days a week and to date, 10,750 surgeries have been performed, administered over 25,500 vaccinations, and implanted over 1300 microchips. The down side of the clinic being open is that the shot clinic that was at the park in Lake Elsinore is no longer viable, and it was discontinued at the beginning of the year, as AFV was losing money.
- Dryden, Smernoff and Herdina grant money, which totaled \$42,840, was used this past year for people that needed medical assistance for their pets.
- Kids Camp is still underway for when kids are out of school.

B) 2014 and 2015 Annual Statistics Dogs and Cats

Ms. Anderson refers to the Comparison Chart of 2015 verses 2014. Two hundred-nine more cats came in than the previous year, but the adoption rate went up 24%. Return to owners went up 19%. Four hundred eighty-five fewer dogs were taken in. Microchips and vouchers are really working as well as giving the dogs a home too. Adoptions went down, but return to owners went up. The colored chart shows stats for each city.

Chairman Lane commented in regards to the vaccinations in Lake Elsinore, stating that it was a contractual thing for AFV to be providing vaccinations. AFV stated that they have the clinic five days a week now. AFV also mentioned that they are not sure what the contract stated as to where the vaccinations would take place. Chairman Lane stated that this is something they would have to look at and bring back next time. AFV stated at-cost vaccination clinics at AFV ARE at-cost every day; six dollars. Chairman Lanes stated that he understands, but is speaking from a legal prospective. However, if the contract is written in such a way that AFV is supposed to have the clinic in certain places, but now it's all being done at the clinic, and everyone is good with that, we need to make sure that the contract reflects that.

Chairman Lane asked that they get clarification with regards to the clinic, if it should be at a specific place. Mr. Nestande responds that they will look into it.

Chairman Lane stated that AFV had 207 dogs and eight cats that were flown with Wings of Rescue and if it's such a successful program, why aren't they/we doing more of that. AFV stated that Wings of Rescue lets AFV know when they have a flight with room for AFV's animals. If they wanted to send more animals they would need to allocate money to help pay for fuel for the pilots, perhaps by having a fundraiser and raising money. Chairman Lane stated that every time he hears of animals taken out of California, the story is they were all adopted. In fact if they came out to the airport, we don't have to pay for them in the shelter. If the goal here is to make sure they are not euthanizing animals, and there are people out there that want the animals in different states, this should be looked into. Chairman Lane request more information on the cost of fuel, etc. to see if this can be more of a route AFV takes. AFV stated that part of the issue is that Wings of Rescue wants smaller

dogs. A big dog/carrier would take up more room and they would not to be able to transport many others as compared to the smaller carriers. AFV also commented that they are getting ready to work with ASPCA for ground transport and they want dogs under five pounds, completely friendly, under five years old; they want cream of the crop. As of right now, AFV is not full, so they do not want to send the animals out that the community wants to adopt. Chairman Lane asked that if they can have this information updated by the next meeting: cost, what they are looking for, so we can have some type of comparison. AFV responded that with regards to the flight, the animals must be spayed/neutered, vaccinated, and microchipped, which is all a cost. Chairman Lane expressed that he would love to have the figures on these items.

10. Regional Coordinated Marketing Program Update:

Brian Nestande asked AFV if they were not able to find anyone to handle the marketing. Ms. Bagwell stated that they interviewed a couple of people and were able to pay \$17.00 an hour. AFV found an individual that was very animal passionate, and really wanted to hire her, but stated they didn't have the funds to hire a PR person. Chairman Lane asked if there were any questions or comments. Member Moore asked if AFV was still looking for someone who would be willing to work for \$17.00 an hour. AFV stated that Nicole mentioned perhaps AFV would like to join in with the JPA and hire a PR person, as AFV does not have the funds to hire a PR person full time. Member Moore asked who was paying the \$17.00 before. Ms. Bagwell stated they did.

Member Moore agreed a marketing person is needed. Chairman Lane recommended that the JPA extends this out to the chambers and get their feedback and get updates at the next meeting to see if they would be willing to work together with the JPA and figure out a plan with all the chambers or which chambers would be interested.

Member Tisdale asked Nicole Dailey up to speak on the Marketing Program. Ms. Dailey stated that she put in much work on this marketing two years ago and reached out to other cities to market this. Ms. Dailey stated she thinks there is more opportunity to do more marketing in terms of communicating to the residents about good practices for pet ownership, and trying to change the behavior. The goal is to get education information to the communities. She stated a Public Relations consultant could come in for a small retainer of \$2,000 a month, just to be able to reach out to the communities. Perhaps all of the cities could have billboards. We can also use newsletters, if there are ads and designs that we can include in our newsletters and websites is another example. Ms. Dailey stated what when new homeowners come in, the PR person can inform them about the services they have at their city. Promoting adoptions, not just best practices for pet ownership, but promoting adoptions locally, and getting some media coverage for the shelter is another option. All of this requires time, focus and strategy. There is value here, however; she stated that she is aware that the budget has already gone up and that the Board may be hesitant to increase it, but she stated that she thinks this would be valuable for the group moving forward and in future years.

Chairman Lane opened up for comments and questions. Member Jeffries stated that he understands they want the funds to be spent on communications with the residents and not on overhead. Years ago the water district put inserts in their mailings; if we designed mailings to be able to hit every single resident between one district or the other, we would not have to spend so much on the overhead. Members discussed other options for the marketing program and came up with the following options:

1. Check with surrounding Chambers of Commerce and colleges for volunteer Marketing services.
2. Check with local water districts to do mailer inserts

3. Hire a consultant for a small retainer per month to reach out to communities about marketing.

Member Tisdale will also check with WRCOG on interns.

Ms. Dailey mentioned it is time consuming getting information from individuals who are not there all the time, and to obtain information regarding the dimensions of all of their billboards, and understanding what opportunities do exist. Ultimately if you have someone who is dedicated to that position, they could be looking for opportunities, what is free, what cost money, what are the best ways to reach our communities.

Mr. Nestande then asked if the Board would like them to bring back three options to choose from. Chairman Lane replied yes.

11. **Public Comment:**

Ms. Tammy Boyd stated she is currently a board member of AFV and at the previous meeting during public comment it was stated that she, as a board member was contacting people via Facebook in private messages and stated it was inappropriate. Ms. Boyd made copies of the messages, both private and public for the Boards review.

Chairman Lane asked if anyone wished to see the correspondence. No one asked to review.

12. **ADJOURNMENT:** The Board adjourned the meeting at 3:15 p.m. to its regular meeting scheduled for May 5, 2016, at 2:00 P.M., at the Murrieta City Council Chambers, 1 Town Square, Murrieta, CA 92562.