

*****ATTACHMENTS*****

1. OPENING OF MEETING

MEMBERS PRESENT: Abby Block, Michelle Gentine, Laura Berchem, Pam Hertel, Ofc. Kevin Post

ABSENT: Michelle Warner, Betty Ackley, Kristine Potter

STAFF/OFFICIALS PRESENT:

1.1 CALL TO ORDER

Chair Laura Berchem called the meeting to order.

1.2 PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

2. MINUTES

2.1 Approval of minutes

A quorum was not reached at the July 28th meeting so there were no minutes to approve.

3. PUBLIC FORUM

3.1 Limit of five people having five minutes each with comments limited to items on this agenda.

Two members of the public attended the meeting. Andy Heyn and Kevin Anhalt voiced their concerns over the communication to be submitted that evening to the Licensing, Hearings and Public Safety Committee. Both attendees wanted to ensure that the City take the time to explore all options in order to keep pets and their owners safe. The task group feels they would be good additions to the group and discussion and will recommend their addition to the Mayor.

4. ITEMS FOR DISCUSSION ONLY

4.1 Committee introductions and discussion around recruiting new members.

Members of the task group introduced themselves. Current members will think about who might have an interest and relevant experience in joining the group.

4.2 Discuss the task group's response to the community's growing concerns over uncontrolled dogs.

The group is aware of the issues of concern and is committed to the work of finding solutions that foster accountable ownership and safety for pets and humans in Sheboygan. Laura Berchem will attend the Licensing, Hearings and Public Safety Committee this evening to listen and to represent the Task Group. The Task Group will continue to monitor community concerns and will work to get the Community Survey out to gather additional information before making recommendations to Council and Committees, where appropriate.

4.3 Evaluate the community survey in its current state and discuss strategy around dissemination

Those in attendance discussed the rollout of the upcoming survey and feel it is ready to be disseminated. Ideas for increasing engagement include ensuring it is pushed out through all available City channels. The group will also target communication with area vets and pet-related businesses asking their assistance in encouraging participation among their clients. There does not appear to be any budget available for boosted posts or participation incentives but this will be confirmed with the Mayor's office.

4.4 Online Assessment Update

sge. committee will work to implement suggestions from the Mars Corporation including adding a link on the City website for resources for pets and their humans including disaster relief, shelters, and housing. The committee will make noted updates and resubmit the application.

4.5 Discuss and delegate next steps

Laura will attend the committee meeting this evening and report back to the group. Abby will check with Planning

and Development staff regarding engagement software that may be available to assist with disseminating the survey and other information. Group members will consider recommendations for additional members.

5. CLOSING OF MEETING

5.1 Next meeting date: Wednesday, September 29th

5.2 Adjournment

Motion by Michelle Gentine, second by Abby Block to adjourn. Motion carried.

Due to no further business, the meeting was adjourned at 1:32 pm.



2021 National Grants Program

INFORMATION & GUIDELINES FOR COMPLETING YOUR ONLINE GRANT

APPLICATION

Mars Petcare, in partnership with the Civic Design Center, through the BETTER CITIES FOR PETS™ program, will provide grants to cities, and/or their designated non-profit partner, to advance its ambition of ending pet homelessness and support keeping people and pets together.

PROJECTED AWARD CATEGORIES

Awards *aim* to be given in four categories – Shelters, Homes, Parks, and/or Businesses.

- **Shelters** – Project proposed budget is at minimum 60% designated toward **public and/or private shelter** support for new or existing projects or programs.
- **Homes** – Project proposal budget is at minimum 60% to be designated towards support for new or existing **community-based** projects or programs.
- **Parks** – Project proposed budget is at minimum 60% designated towards **public space-based** projects or programs and/or support towards infrastructure, improvements or amenities - either new or existing.
- **Businesses** – Project proposed budget is at minimum 60% designated towards **public and/or private business-focused** projects or programs and/or support towards infrastructure, improvements or amenities – either new or existing.

AWARDS

Applicants will apply for one of four funding categories. Mars Petcare and Civic Design Center reserve the right to award in one or all respective categories. *Award recipient judging criteria will prioritize how the proposed project or program helps keep people and pets together.*

Five grants will be awarded of \$20,000 each in one lump-sum payment along with up to \$2,000 in consultative work credit with Civic Design Center or their designee. Work credit is designed to assist cities in their particular needs as they work to complete their awarded projects and may not be exchanged, in whole or part, for additional cash funding.

Please read the eligibility criteria, information and guidelines below before completing the grant application.

ELIGIBILITY CRITERIA

In order to be eligible, an application **must include ALL** of the following baseline criteria:

- The city must be either a current Better Cities for Pets certified city, or an applicant to become a Better Cities for Pets certified city. The city must have completed the Better Cities for Pets city certification assessment by, or on, the grant application due date (October 1, 2021). Designation of certification as a Better Cities for Pets city will not guarantee, nor preclude a city from a grant award.
- The application must include a letter of support from the Mayor's Office.
- The proposed project/program narrative must address how it helps to keep people and pets together.
- **If you are a non-profit organization** applying on behalf of a city, or in partnership with a city, you must:
 - be a bona fide charitable, non-profit organization
 - be willing to provide legal documents verifying charitable, non-profit status along with, program materials and list of senior staff and board members
 - be eligible to receive all cash and credit award designations if selected as a winner
- At the end of the grant application, you will be asked to participate in a short *optional* survey asking you to share information about the impacts of the pandemic on your city in relation to pets. The survey takes approximately three (3) minutes to complete and survey results would only be shared in aggregate or in direct consultation with your city. **Your participation in this survey does NOT factor in any way into your consideration for grant award.** For questions related to the survey, please contact jolie@civicdesigncenter.org.

IMPORTANT DATES

✓ 2021 Grant Announcement: **August 23, 2021**

✓ Application Deadline: **October 1, 2021 @ 11:59 pm Eastern Daylight Time**

✓ Notification of Winners: **October 2021**

SELECTION AND REVIEW PROCESS

A panel of experts in city planning, animal welfare and pet wellbeing will select the winners.

ANNOUNCEMENT OF AWARDS

Award winners will be announced in conjunction with the *2021 Better Cities for Pets™ Annual Report* release. We request that representatives of winning cities provide assets and information contributing to this announcement within two weeks of release date (specific date to be provided).

GRANT RECIPIENT OBLIGATIONS

When making the decision to apply for the grant program, please consider the following requirements or requests of award winners.

- ✓ Recipient cities and/or non-profit will be required to provide high-resolution vector file(s) of their city's logo and the logos of any major intended partners. Preferred file formats are .eps or .ai. By applying for the grant, you give permission for use of the logo(s) should a grant be awarded.
- ✓ The Mayor's Office is requested to disseminate a press release acknowledging the award in coordination with an announcement by Mars Petcare.
- ✓ Recipient city has up to \$2,000 of allocated funding available for consultative support from Civic Design Center or their designee, towards project completion.
- ✓ Recipient city will implement their proposed project or program within twenty-four (24) months of award (referred to forthwith as grant implementation period) and report progress to Civic Design Center bi-annually or upon request.
- ✓ Proposed plan will include using Better Cities for Pets™ program branding on signs, amenities and other program materials.

FREQUENTLY ASKED QUESTIONS

Can a city submit more than one project/program for consideration?

Yes, you may submit as many projects/programs within your city as you wish to nominate, but a separate application must be completed for each.

I'm not sure which category (Shelters, Homes, Parks or Businesses) my project/program fits into.

Go back to your budget allocation-does the majority of your budget look to support or benefit one of the four main pillar areas (Shelters, Homes, Parks or Businesses)? If you're still not sure which category your project/program fits into, [contact us](#) .

After I begin the application, can I save and continue later -or do I need to fill this out in one sitting?

At the top right of each page of the application, you will see a "Save and continue later" option. You will then enter your email address and receive a unique link to return to the survey later where you left off.

"Pro-Tip:" Review the grant application and prepare necessary materials in advance so when you are ready to submit, it's a simple copy/paste or adding of attachments.

How will I know if my application was received?

When applications are submitted the Primary Contact email address will receive a message of confirmation to serve as acknowledgment.

How will I be notified if my city is a grant recipient?

Both the Mayor and the Primary Contact will receive an official email of congratulations and next steps from Mars Petcare and Civic Design Center.

2021 BETTER CITIES FOR PETS™ GRANT APPLICATION QUESTIONS

SECTION I: CONTACT & DEMOGRAPHIC INFORMATION

1) MAYORAL CONTACT INFORMATION*

Mayor's Full Name *: _____

City*: _____

State*: _____

Email Address*: _____

City Website Address*: _____

2) PRIMARY CONTACT INFORMATION

(The person that will receive communication regarding the grant application): *

Full Name*: _____

Office, Department or Organization*: _____

Title*: _____

Email Address*: _____

Phone Number*: _____

3) Affiliated Non-Profit Organization Contact Information (if applicable). Please complete this section if you are a non-profit organization applying on behalf of a city - or a city working in partnership with a non-profit organization on the proposed project or program.

Name of Organization: _____

Primary Contact Name: _____

Email Address: _____

Phone Number: _____

Website Address: _____

Address: _____

Suite/Office: _____

City: _____

State: _____

Zip: _____

4) Please check your city's population size: *

- Large City (population greater than 250,000)
 - Medium City (population from 75,000-250,000 inclusive)
 - Small City (population smaller than 75,000)
-

SECTION II: DESCRIPTION OF PROPOSED PROJECT OR PROGRAM

5) Please specify in which Better Cities for Pets pillar category you're applying (Shelters, Homes, Parks or Businesses). You will select only one category. *Unsure? Examples may be found below.* *

Shelters

Homes

Parks

Businesses

Examples of types of projects/programs are listed below each category. To help specify your project/program category, consider where 60% of your proposed budget allocation would go. If you're not sure which category your project/program fits into, [contact us](#).

- **Shelters** - work in, or around, the creation or improvement of projects or programs that support **keeping people and pets together**. Examples include:
 - Increasing collaboration among shelters, rescues, animal welfare and/or governmental organizations
 - Making shelters warm and welcoming for both pets and people
 - Humanely addressing pet overpopulation
 - Education and services around pet health pre- and/or post-adoption
- **Homes** - work in, or around, the creation or improvement of **community-based** programs that supports **keeping people and pets together**. Examples include:
 - Increasing the number of affordable, pet-friendly housing options
 - Supporting pets and pet owners through tough times (may be city-wide or based on individual need)
 - Increasing and supporting human and pet physical health
 - Increasing and supporting human and pet mental health and/or social connectivity
- **Parks** - work in, or around, the creation or improvement of **public space-based** programs and/or support towards infrastructure, improvements or amenities that helps **keep people and pets together**. Examples include:
 - Increasing the number of open, pet-friendly green, public spaces (may be new space or transformation of existing public space)
 - Increasing the number of free or low-cost, publicly available pet programs or services
 - Increasing and supporting human and pet physical health
 - Increasing and supporting human and pet mental health and/or social connectivity
- **Businesses** - work in, or around, the creation, improvement, and/or support of **private or public/private partnership** projects or programs; and/or support towards infrastructure, improvements or amenities that helps **keep pets and people together**. Examples include:
 - Making it easier and/or more welcoming for people to be out with their pets
 - Making it more affordable or accessible to travel with pets
 - Providing education or support around increasing pets in the workplace/pets at work
 - Increasing and supporting human and pet physical and mental health and/or social connectivity

6) Are you requesting funding for a new initiative or to enhance/expand an existing project or program in your community? *

New Initiative

Enhancement/Expansion of existing project or program

7) Please provide an executive summary of your project/program (1,000 words maximum), in which you should address: *

- The type of project/program for which you're seeking funding;
- **How this project/program ably addresses keeping people and pets together;**
- How this project/program is outstanding and/or innovative;
- If the funding is for an existing project/program, how the grant will allow you to expand on current efforts in a meaningful way;
- A general timeline for how the initiative would be executed within 24 months;
- How this project/program might be replicated in other communities and/or cities.

8) Please provide a top-line budget projection for how the funds would be allocated (and supplemented if applicable) over the grant implementation period (maximum of twenty-four (24) months). Document must be uploaded as a PDF, with a maximum file size of 500 KB. *

9) Please upload a letter of support from your Mayor's Office (required for submission; must be signed, on city letterhead, and uploaded in PDF format with a maximum file size of 500 KB). *

10) Please upload a high-quality png., jpeg., jpg. or pdf. file of your city logo and the logos of any major intended partners. Files may be up to 50 MB each. Additional formats may be requested at any time by Civic Design Center and/or Mars Petcare. By applying for the grant, you give permission for use of the logo(s) should a grant be awarded. *

11) (Optional) Please attach any relevant supplemental material(s) that will enhance your application. Please upload a high-quality png., jpeg., jpg. or pdf. file. You may upload up to three (3) files up to 50 MB each.

The application deadline is 11:59 p.m. Eastern Daylight Time on Friday, October 1, 2021.