

PERSONNEL, AUDITS, AND ANIMAL WELFARE COMMITTEE REPORT relative to the status of The Glue, LLC's (The Glue) performance in connection with Contract No. C-137526 with the Department of Animal Services (DAS).

Recommendation for Council action:

NOTE and FILE the June 9, 2022 DAS report, inasmuch as this report is for information only and no Council action is required.

Fiscal Impact Statement: Not applicable.

Community Impact Statement: None submitted.

Summary:

On June 1, 2022, your Committee considered a Motion (Koretz – Blumenfield) and June 9, 2022 DAS report in response relative to the status of The Glue's performance in connection with Contract No. C-137526 with the Department of Animal Services (DAS). According to the DAS, its report is provided in response to the May 6, 2022 Motion requesting the DAS to provide a report relative to the status of The Glue's performance as it relates to Contract No. C-137526 to provide marketing, fundraising, and website development. The DAS reports that its staff has been working closely with The Glue on a multi-layered approach to a new logo, website and fundraising strategy for the Department. The strategic goals for these contracted services was to communicate to the public the updated vision and approach of the agency. The DAS is seeking to continually position itself as a partner to the community in keeping families and animals together and give the public new options to care for lost or community animals before bringing them to shelters. The website seeks to support these goals both in functionality (e.g. improved pet search) as well as content (e.g. highlighting the Citywide Cat Program). Fundraising also uses this vision as a method for encouraging community investment and participation.

After further consideration and having provided an opportunity for public comment, the Committee moved to note and file the DAS report. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Personnel, Audits, and Animal Welfare Committee

COUNCILMEMBER

KORETZ:

HARRIS-DAWSON:

BONIN:

VOTE

YES

YES

ABSENT

ARL

6/15/22

-NOT OFFICIAL UNTIL COUNCIL ACTS-