



**LEVY COUNTY BOARD OF COUNTY COMMISSIONERS**  
**Government Serving Citizens**

**COMMISSIONERS**  
**John Meeks, Vice Chair**  
**Rock Meeks**  
**Desiree Mills, Chair**  
**Tim Hodge**  
**Matt Brooks**

**Levy County Animal Services Strategic Planning Workshop: Tuesday, November 19, 2024, 1 PM**

**Strategic Planning Workshop Introduction**

Cameron Moore from the University of Florida reviewed Levy County's shelter operations on October 24 and 25, 2024, as part of the Maddie's Million Pet Challenge Program. Maddie's Million Pet Challenge is a partnership between the University of Florida and the University of California at Davis' Shelter Medicine Programs, Team Shelter USA, and the Open Door Veterinary Collective. Maddie's Million Pet Challenge Program awarded Levy County Animal Services a pro bono consult in response to my request for assistance. The research was completed before the onsite visit and included a review of the Florida State Statute, local ordinances, historical statistical trends, record keeping, website, and social media, along with discussions with partner agencies. During the onsite visit, the consultant toured the shelter property and met with individual staff and the leadership team to learn more about the processes in place for both shelter staff and field services from the point of intake to outcome.

I received the Maddie's Million Pet Challenge Report on October 28, 2024. The report contains many recommendations that cannot all be implemented simultaneously. At my request, the Board of County Commissioners approved scheduling a Strategic Planning Workshop on Tuesday, November 19, 2024, at 1 p.m. to systematically consider, prioritize, and implement the goals and objectives recommended in this report.

**The Strategic Planning Workshop Schedule**

The Board of County Commissioners will hold a Strategic Planning Workshop to begin planning for the future of Levy County Animal Services on Tuesday, November 19, 2024. The Workshop will be held at 1 pm in the Government Center Cafeteria, 310 School Street, Bronson. The schedule will be as follows:

- 1:00-2:00**      Review of Mission, Vision, and Values
- 2:00-2:30**      Development and Approval of Goals
- 2:30-3:00**      Development and Approval of Objectives
- 3:00-3:30**      Development of Timelines and Assignment of Task Coordinators
- 3:30-4:00**      Animal Services Strategic Planning Workshop Closeout

**What to Expect**

Participants in the Strategic Planning Workshop will be assigned to specific Workgroups. These Workgroups will be asked to develop Goals, Objectives, and Timelines and identify Task Coordinators.

## Workgroups

The Strategic Planning Team will be divided into three Workgroups: Public Relations and Marketing, Volunteer Program, and Facilities. Animal Services staff will address the administrative and clinical recommendations made in the Operational Consult separately.

Each workgroup will focus on developing Goals that, if successfully completed, will accomplish the Strategic Initiative. The smaller Workgroups facilitate deeper conversation, brainstorming, and discussion than a larger group allows. However, each small Workgroup reports to the full Strategic Planning Team to “cross-pollinate” ideas and concepts, which also creates buy-in from the larger Strategic Planning Team.

## Objectives

Once the Goals have been identified, the smaller Workgroups will develop measurable Objectives for each Goal. Again, these are reported to the full Strategic Planning Team for refinement.

## Timelines

Once the Initiatives, Goals, Objectives, and Outcomes have been identified, timelines will be established. The County Manager will facilitate the assignment of timelines to ensure a relatively balanced workload over the plan's life.

## Task Coordinator

This is the member of the Workgroup who will take the lead in coordinating the efforts to achieve a specific objective. For accountability, Task Coordinators will be county employees.

## The Strategic Plan

The County Manager will then compile the workshop results and provide a Levy County Animal Services Strategic Plan, which will be presented to the Board of County Commissioners. Ideally, this plan will be adopted and implemented.

## Strategic Planning Workgroups

| Strategic Initiative                     | Potential Goal Topics   | Workgroup Members   |
|--|---|---|
| <b>1. Public Relations and Marketing</b> | <ul style="list-style-type: none"><li>• Social Media Outreach</li><li>• Special Events</li><li>• Other ways of making contact with people who may adopt animals</li></ul> | <ul style="list-style-type: none"><li>• Commissioner</li><li>• Animal Services Staff: Brandy Cannon</li><li>• BoCC Staff: Mary-Ellen Harper</li><li>• Community Stakeholders</li></ul>  |
| <b>2. Volunteer Program</b>              | <ul style="list-style-type: none"><li>• Recruitment</li><li>• Application Process</li><li>• Retention</li><li>• Job Descriptions</li></ul>                                | <ul style="list-style-type: none"><li>• Commissioner</li><li>• Commissioner</li><li>• Animal Services Staff: Tammy Goss</li><li>• Animal Services Staff: Amie Skinner</li><li>• BoCC Staff Jacqueline Martin</li><li>• Community Stakeholders</li></ul> |
| <b>3. Facilities</b>                     | <ul style="list-style-type: none"><li>• Repair and Maintenance</li><li>• Renovation</li><li>• New Facility</li></ul>  | <ul style="list-style-type: none"><li>• Commissioner</li><li>• Commissioner</li><li>• Animal Services Staff: Matt Weldon</li><li>• BoCC Staff: Doug Partin</li><li>• BoCC Staff Ali Tretheway</li><li>• Community Stakeholders</li></ul>                |