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Date: May 30, 2017
To: Mayor and Council
Author: Jennifer Alexander, Deputy Clerk-Administrative Services
RE: Results of Rabies Clinic
Report No.: CS-2017-12

AIM

To provide Council with an update on the results of the Rabies Clinic held on Tuesday, May 16, 2017.

BACKGROUND

On April 10, 2017, Council authorized Administration to partner with the Windsor Essex Humane Society ("Humane Society") in hosting a Rabies Clinic as part of the Town's outreach to encourage compliance with the newly implemented requirements for dog licensing.

DISCUSSION

The Rabies Clinic was held on Tuesday, May 16th from 1:00 p.m. to 7:00 p.m. at the Kingsville Arena. In total, 105 animals were vaccinated and 77 dog tags were sold. The success of the Clinic can be attributed to the location, advertising campaign and generosity of the Windsor Essex Humane Society to provide their services.

The Kingsville Arena was an ideal location to host a clinic as it provided veterinarian and licensing services in one place. The building is fully accessible to assist with older dogs, residents had access to all forms of payment (debit, credit and ATM), the reception area was spacious enough to handle many animals waiting, and the veterinarian had a room separate from the waiting area to administer the vaccine. The Humane Society was extremely pleased with the turnout, stating this is one of the biggest turnouts they have experienced in the County.

Advertising began two weeks prior to the Clinic. Advertisements were placed in The Kingsville Reporter, on the Town's digital sign and social media pages, in community

calendars on radio stations, and in web based magazines. Flyers were placed in many stores throughout the Town. Residents that had not purchased a dog tag for 2017 were also notified of the rabies clinic and requirement to purchase a dog tag through letter correspondence. On the day of the clinic, CTV Windsor and the Essex Free Press provided additional publicity of the event.

The Windsor Essex Humane Society was generous with their services. For the Clinic, the staff secured a reduced cost, one year rabies vaccination for \$20.00 per dog. Furthermore, the two veterinarian technicians and a veterinarian who attended the event provided their services free of charge for residents.

The feedback from residents about the Clinic was positive as the event provided a chance for residents to get the required vaccine and to pay for the dog tag after regular Town hours. Furthermore, it provided the Town an opportunity to engage with the community and promote the Linden Beach Dog Park.

LINK TO STRATEGIC PLAN

Maintain and improve the health, safety and well-being of our residents.

FINANCIAL CONSIDERATIONS

The Clinic received \$3,080.00 in dog licensing fees as a result of the Clinic. The expenses were relatively low due to the event hosted at a municipal building and donated veterinarian services. The advertising and staff overtime was \$800.00.

CONSULTATIONS

None

RECOMMENDATION

That Council receives this report regarding the 2017 Rabies Clinic for information.

Jennifer Alexander

Jennifer Alexander, M.P.A.
Deputy Clerk-Administrative Services

Jennifer Astrologo

Jennifer Astrologo, B.H.K. (Hons), LL.B
Director of Corporate Services/Clerk

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer