AGENDA

Animal Services Advisory Commission

6 p.m. Tuesday, March 1, 2016

City Hall, Executive Conference, 800 Municipal Dr., Farmington, New Mexico

I. Roll Call

II. Meeting Minutes Approval

A. Regular Meeting – February 2, 2016

III. Unfinished Business

A. Action Items –

1. Change Format of the Commission
2. Goals and Objectives of the Commission

B. Discussion Items –

1. Update to the Animal Agreement with San Juan County, Bloomfield and Aztec

IV. New Business

A. Action Items – None

B. Discussion Items –

1. Rewording of the Rabies Ordinance

V. Department Business

A. Farmington Regional Animal Shelter; Stacie Voss, Welfare Director

1. Shelter Report

VI. Commissioner 's Business

VII. Business from the Floor

VIII. Adjournment

Good Morning Summer

Thank you again for calling Lamar yesterday.....I have found some billboard options that I hope woul work for you?

Please see attached materials for options and ideas.

NOTES:

- Lamar min contract is $2000
- Prices are valid for 30 days
- Prices on map represent 6 (4 week cycles) as the higher rate and annual contract for the lower 4 week cycle rate
- Vinyl is a one time fee and includes the use of our graphic artist and is guaranteed for 1 year
- NON profit form is attached .....PLEASE note PSA Non Profits are NOT approved until the GM approves the application. ALSO all PSA or Non Profit panels are space available and panels CANNOT be selected in a specific geographical area.
- Lamar installs in Farmington once every 4 weeks ....we will be in Farmington to post new vinyls the weeks of 3/21/16, 4/18/16, and 5/16/16 etc.

I am in the office today and then on vacation until 2/29....if you require additional information you can reach out to Brendon Smith my sales manager bmsmith@lamar.com?

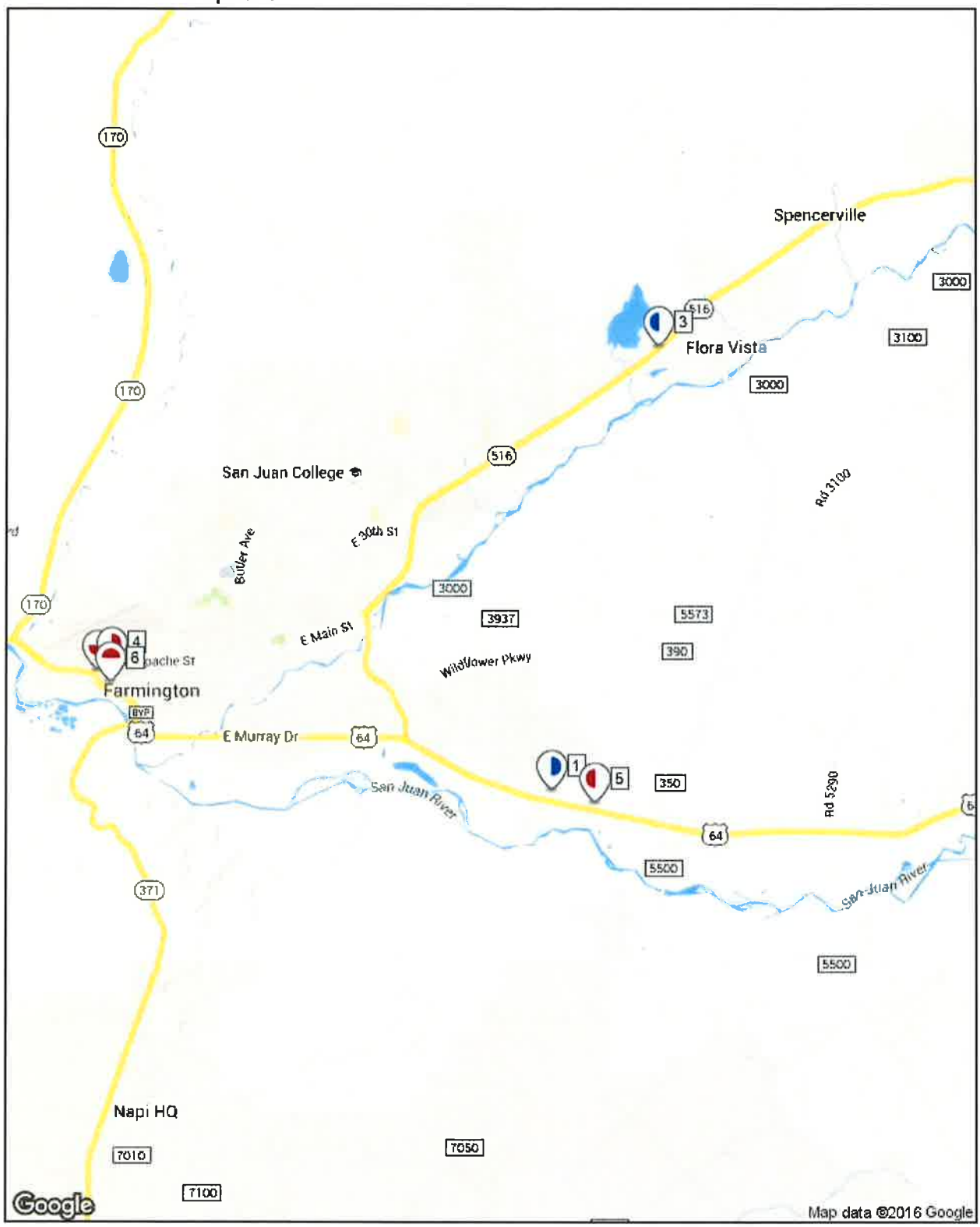
Thank you again Summer....I really hope I get to work with you and help spread the extreme importance of "Animal Awareness" ....

Renee

--

Farmington Billboard Options from Lamar 2-18-16 (Prices Valid 30 days)

Bulletin and Poster options



Farmington Billboard Options from Lamar 2-18-16 (Prices Valid 30 days)

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	9372	7404106	Permanent Bulletin / Regular	West	10' 0" x 40' 0"	47972	NO

Location: US 64 N/L .00 WMP 056 MP 056.00
Current Advertiser: OSAP
Rate: $375/$400 per 4 weeks + $840 vinyl

	2	10182	7403716	Poster / Retro	North	10' 6" x 22' 9"	32187	NO

Location: MURRAY FARMINGTON 1630 MURRAY E/L
Current Advertiser: LAMAR ADVERTISING ALBUQUERQUE
Rate: $350/$375 per 4 weeks + $509 vinyl

	3	11652	7403811	Permanent Bulletin / Regular	East	10' 0" x 40' 0"	64710	NO

Location: HWY 516 FARMINGTON E/L.40NMP007 MP7.40
Current Advertiser: ALON
Rate: $375/$400 per 4 weeks + $840 vinyl

	4	16572	7403886	Poster / Retro	West	10' 6" x 22' 9"	38671	NO

Location: US 64 S/L.43EMP049
Current Advertiser: FARMINGTON CONVENTION & VISITORS BUREAU
Rate: $350/$375 per 4 weeks + $509 vinyl

	5	16602	7403889	Poster / Retro	East	10' 6" x 22' 9"	39297	NO

Location: US 64 S/L.60EMP056
Rate: $350/$375 per 4 weeks + $509 vinyl

	6	16702	7403898	Poster / Retro	South	10' 6" x 22' 9"	31687	NO

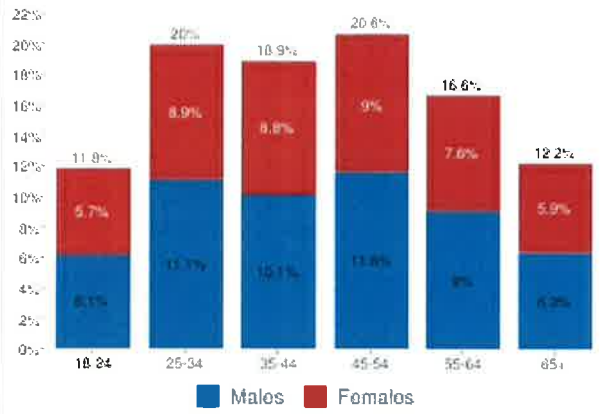
Location: MURRAY FARMINGTON 1401 MURRAY S/L
Current Advertiser: FAMILY PLANNING PROGRAM
Rate: $350/$375 per 4 weeks + $509 vinyl

Total Weekly Impressions: 254524

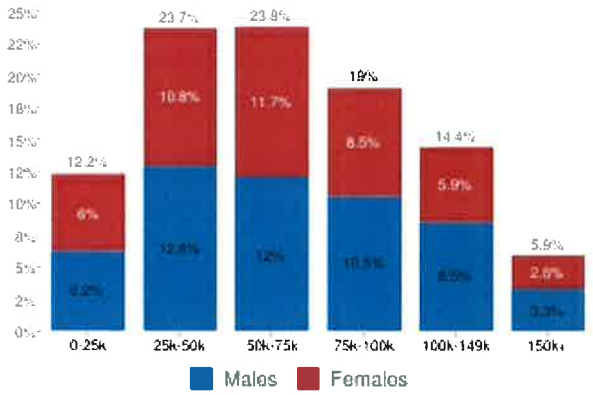
*Impression values based on: 18+

Farmington Billboard Options from Lamar 2-18-16 (Prices Valid 30 days)

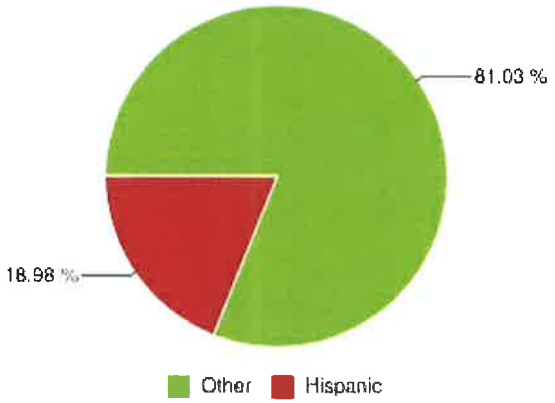
Adults By Age



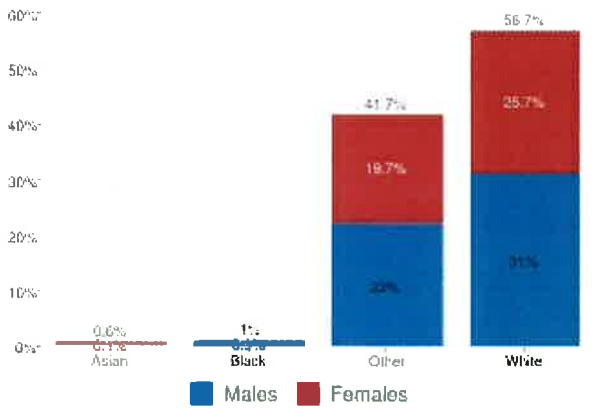
Adults By Household Income



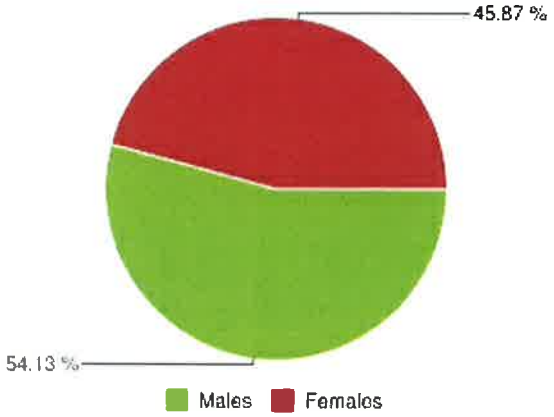
Adults By Ethnicity



Adults By Race



Adults By Gender



These charts indicate the demographic breakdown of your proposed panels within your Lamar out-of-home campaign. Please discuss with your Lamar representative how additional locations and outdoor products may help you achieve a greater concentration of your target audience.

Location # 1

Advertising Strengths: Between Farmington and Bloomfield

Market:	**FARMINGTON**
Panel:	**9372**
TAB Unique ID:	7404106
Location:	US 64 N/L .00 WMP 056 MP 056.00
Lat/Long:	36.7073/-108.1223
Media/Style:	Permanent Bulletin/Regular
***Weekly Impressions:**	47972
Panel Size:	10' 0" x 40' 0" Spec Sheet
Vinyl Size:	11' 0" x 41' 0"
Facing/Read:	West/Left
Illuminated:	NO
Rate:	$375/$400 per 4 weeks + $840 vinyl
Current Advertiser:	OSAP

*Impression values based on: 18+ yrs

Location # 2

Advertising Strengths: INDUSTRIAL LOOP TO EASTSIDE

Market:	**FARMINGTON**
Panel:	**10182**
TAB Unique ID:	7403716
Location:	MURRAY FARMINGTON 1630 MURRAY E/L
Lat/Long:	36.7304/-108.2317
Media/Style:	Poster/Retro
***Weekly Impressions:**	32187
Panel Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	North/Left
Illuminated:	NO
Rate:	$350/$375 per 4 weeks + $509 vinyl
Current Advertiser:	LAMAR ADVERTISING ALBUQUERQUE

*Impression values based on: 18+ yrs

Location # 3

Advertising Strengths: Farmington/Aztec, New Mexico coverage

Market:	**FARMINGTON**
Panel:	**11652**
TAB Unique ID:	7403811
Location:	HWY 516 FARMINGTON E/L.40NMP007 MP7.40
Lat/Long:	36.7944/-108.0964
Media/Style:	Permanent Bulletin/Regular
***Weekly Impressions:**	64710
Panel Size:	10' 0" x 40' 0" Spec Sheet
Vinyl Size:	11' 0" x 41' 0"
Facing/Read:	East/Left
Illuminated:	NO
Rate:	$375/$400 per 4 weeks + $840 vinyl
Current Advertiser:	ALON

*Impression values based on: 18+ yrs

Location # 4

Advertising Strengths: INBOUND FARMINGTON

Market:	**FARMINGTON**
Panel:	**16572**
TAB Unique ID:	7403886
Location:	US 64 S/L.43EMP049
Lat/Long:	36.7314/-108.2285
Media/Style:	Poster/Retro
***Weekly Impressions:**	38671
Panel Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	West/Right
Illuminated:	NO
Rate:	$350/$375 per 4 weeks + $509 vinyl
Current Advertiser:	FARMINGTON CONVENTION & VISIT ...

*Impression values based on: 18+ yrs

Location # 5

Advertising Strengths: INBOUND FARMINGTON

Market:	**FARMINGTON**
Panel:	**16602**
TAB Unique ID:	7403889
Location:	US 64 S/L.60EMP056
Lat/Long:	36.7048/-108.1119
Media/Style:	Poster/Retro
***Weekly Impressions:**	39297
Panel Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	East/Left
Illuminated:	NO
Rate:	$350/$375 per 4 weeks + $509 vinyl

*Impression values based on: 18+ yrs

Location # 6

Advertising Strengths: ON INDUSTRIAL LOOP TO WEST-SIDE

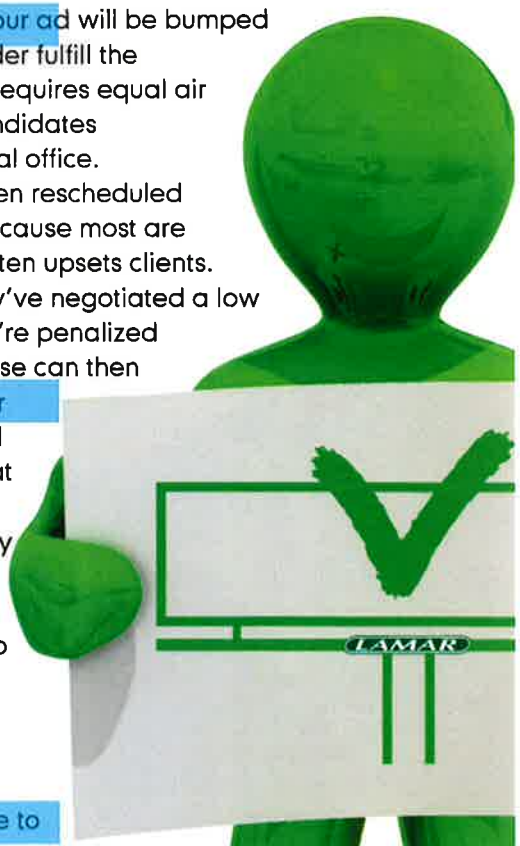
Market:	**FARMINGTON**
Panel:	**16702**
TAB Unique ID:	7403898
Location:	MURRAY FARMINGTON 1401 MURRAY S/L
Lat/Long:	36.7282/-108.2288
Media/Style:	Poster/Retro
***Weekly Impressions:**	31687
Panel Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	South/Left
Illuminated:	NO
Rate:	$350/$375 per 4 weeks + $509 vinyl
Current Advertiser:	FAMILY PLANNING PROGRAM

*Impression values based on: 18+ yrs

TIRED OF TV GIVING YOU THE BOOT?

Federal rules require television stations to sell advertising time to political candidates at the lowest rate a customer has negotiated for a commercial in the same time slot and under similar terms. A station can pull a commercial bought for a lower rate from a time slot that is overfilled. Basically that means, if you spend a ton of time negotiating a rate with a TV station, a politician can swoop in and take your spot with your rate.

If you buy a TV or a radio spot around political season, it's quite possible that your ad will be bumped or rescheduled in order fulfill the equal-time rule that requires equal air time for all major candidates competing for political office. Commercials are often rescheduled (make-good), but because most are time-sensitive, this often upsets clients. Many feel that if they've negotiated a low price for a spot, they're penalized because someone else can then come in and get their spot at their rate and they are the ones that get bumped. The solution suggested by station managers to get around the election squeeze is to plan ahead during election years, and avoid the season altogether. It might be a good time to look at Lamar. Don't you think?



WE WOULD NEVER...

Outdoor advertising is fortunate to NOT have to adhere to this same equal-time rule like TV and radio. And we would never bump a paying advertiser just to run a political candidate that came along later. We have billboards working 24/7 for you. Your ad is safe with us during political season.

LAMAR

CREATING EFFECTIVE OUTDOOR

The ideal outdoor ad only contains three basic elements; an image or graphic, a copy line, and a company name or logo. The purpose of the image is to grab the viewers attention and make them look at the ad. The copy line is used to describe the product, service or message being advertised. Finally the logo or company name is there to let the viewer know where to get the product or service. Detailed descriptions and long lists of products and services should be left for websites, mailers and brochures.

COPY

The average viewable time of a bulletin is around 7 seconds. Keep in mind, no one can pull their eyes off of the road and focus on your ad for the full 7 seconds. Try to keep copy to around 9 words.

TYPEFACES

Readability is another key factor in good outdoor ads. It's a good idea to stay away from overly ornate or fancy typefaces. Keep in mind the viewing distances in outdoor as you select the type used in the ad.

COLOR

Another important aspect in outdoor design is good contrast. The stronger the contrast between the background and copy, the easier it is read from a distance. Use dark text on light backgrounds and light text on dark backgrounds.

The key to effective outdoor design is BREVITY. Simple, clear, and concise designs are the best way to get the most bang for your outdoor buck.

READABILITY

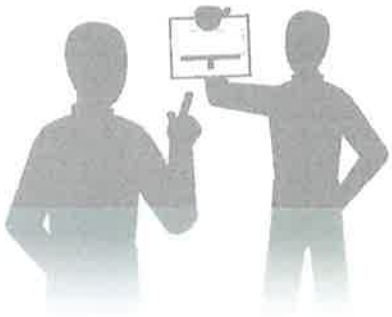
Be sure to use typefaces that are easy to read. Fancy and ornate fonts should only be used sparingly if at all.

Avoid using **low contrast color** combinations when picking your text and background colors. Low contrast hurts readability.

Using **high contrast color** combinations will help the readability of your design at any viewing distance. Strong contrast equals better readability.

KEEP IT SIMPLE

A good way to measure the **Brevity** of a design is to stand in front of someone about 6 feet away, and hold up the design printed on an 8.5 x 11 sheet of paper. Pull the design back down after 5 seconds and have them recite what they were able to retain from the ad in that amount of time and distance.



If all of the designs elements were digested, you have an effective outdoor ad! Good job!

If only the name was remembered, it's not perfect, but if all the viewer gets out of the ad is your name, it's not a total loss. You might want to emphasize some of the other pertinent information.

If the only thing recalled does not directly relate to the advertiser in the design, it's time to re-think the ad. Try removing any unnecessary information and emphasize the main points of the design, the copy line, or advertiser's name or even a directional if that's the main purpose of the advertisement.

CONDITIONS FOR PUBLIC SERVICE

LAMAR

Dear PSA Applicant,

In order for Lamar to effectively provide public service announcements, the following requirements must be met. Please initial by each statement verifying that you understand and will abide by the conditions stated below:

____I understand that to be considered for public service I must contact Lamar Advertising 12 weeks before my dated event or 8 weeks prior to the desired post date. Because space availability can change greatly on a weekly basis, confirmation that Lamar has accepted your request may not be made until 30 days before the event.

____Payment must be paid in full prior to ordering of production.

____I understand that, if accepted, my organization will receive space on a space available and time permitting schedule. Space is not guaranteed and may be preempted to accommodate commercial advertisers. Locations of billboards posted will be provided after posting is completed. General areas can be requested but are not guaranteed. There may also be a limitation on the number of locations.

____Cost for one 8-sheet is $100 ($65 for production, $35 for posting). Cost for one 30-sheet is $175 ($125 for production, $50 for posting). No agency discount.

____Cost for a 10'x40' bulletin is $1,200 ($850 for vinyl production and $350 for a one time posting fee). Cost for a 14'x48' bulletin is $1,700 ($1,350 for vinyl production and $350 for a one time posting fee).

____An upload and monitoring fee of $250 will be applied for Digital Display boards.

____I understand that for Lamar to help with artwork that desired elements must be provided. Digital formats will be accepted. Logos need to be in a vector format and photos must be at a resolution of 300 dpi or better. The Lamar logo must be included on PSA billboards. If doing your own artwork, please contact Carrie Saiz. Lamar must approve the artwork before production.

If these conditions can be met, please complete the the rest of the application.

APPLICATION FOR PUBLIC SERVICE

LAMAR

Organization_____
Address_____
City_____State_____Zip_____
Phone #_____Fax#_____
Website_____
Contact Person_____
Direct Phone # of Contact_____
Email for Contact_____

1. Please specify the number of billboards you are requesting:
   Bulletins_____ Posters_____

2. Is your organization interested in being posted on the digital displays?
   Yes ___ No___

3. List your target posting date:_____
   List date of your event if applicable:_____
   (Please be realistic. There is a 10 day turnaround.)

4. Do you need help with your artwork? Yes___ No___

5. Is your organization charitable in nature or purpose? Yes___ No___
   If yes, who is the primary beneficiary?_____

6. Is your organization a registered charitable organization with a state?
   Yes___ No___

7. Is your organization incorporated? Yes___ No___

8. Is your organization non-profit? Yes___ No___

9. Does your organization have 501-3c status with the IRS?
   Yes___ No___
   If not, please explain_____
   _____
   If yes, please attach a copy of your 501-3c status letter.

10. Please attach a background information about your organization, and if you are advertising an event, information about the event such as brochures invitations, etc.

11. Please attach a list of your Board of Directors and their contact information. *This information will be kept confidential.*

APPLICATION FOR PUBLIC SERVICE

12. Please list your organizations primary goal and activities:_____

_____

_____

13. Has your organization used outdoor advertising in the past?
Yes___ No___

14. Please indicate by name that you are using or plan to use for your public service message:

Radio_____Magazine_____

TV_____Newspaper_____

Other (please specify):_____

Paid___ Donated___

Please explain in detail:_____

_____

_____

_____

_____

LAMAR

136 Louisiana Blvd NE • Albuquerque, NM 87108 • 800 336 2236 • 505 255 4460 • Fax: 505 266 4419

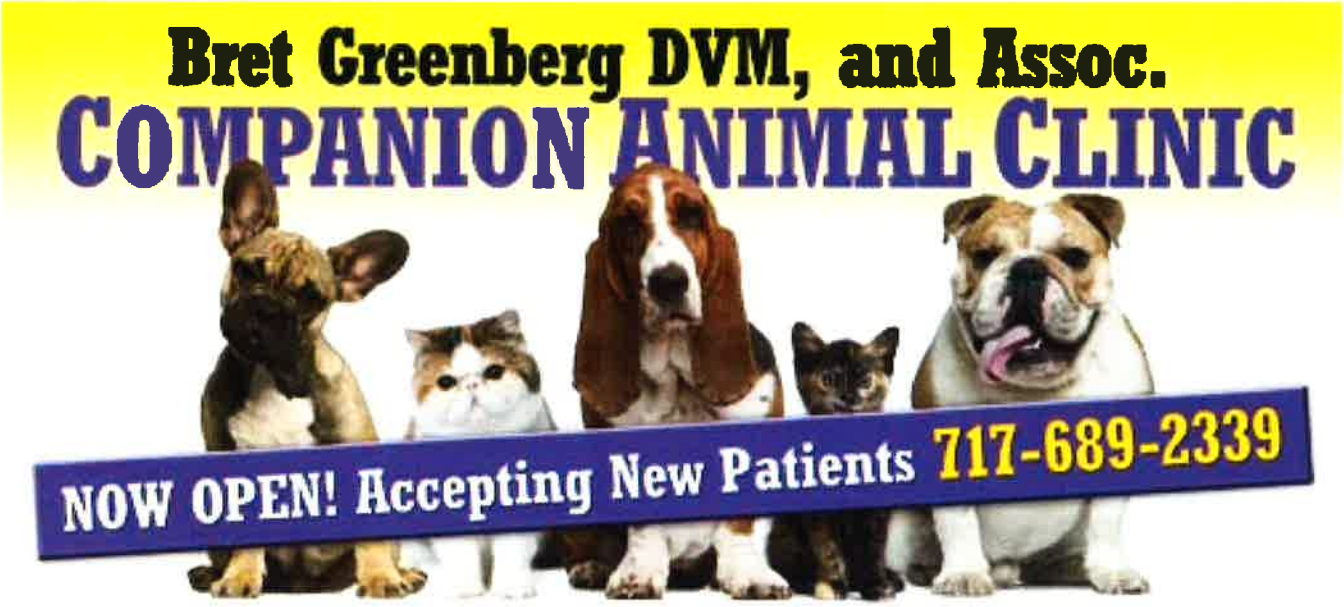
RAISE YOUR HAND IF YOU'RE AGAINST TRAPPING!
ANIMAL ADVOCATES
of Western New York
Wildlife Neighbors? Resolve Conflicts Humanely.
www.BornFreeUSA.org/Traps
BORN FREE USA

When your best friend needs help...
CALL The Animal Medical Center • 434-295-8757
Complete Veterinary Care For Pets
Pantops Shopping Center

31 Days of Compassion
AnimalFriends
ThinkingOutsideTheCage.org
PNC
FedEx
FRAGASSO
NUTRISH

ThinkingOutsideTheCage.org PNC FRAGASSO FedEx UPMC VCA

ThinkingOutsideTheCage.org PNC FedEx FRAGASSO RACHAEL RAY NUTRISH


Bret Greenberg DVM, and Assoc.
COMPANION ANIMAL CLINIC
NOW OPEN! Accepting New Patients 717-689-2339