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AGRICULTURE, CONSERVATION AND FORESTRY

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**STATE OF MAINE
SENATE
128TH LEGISLATURE
FIRST REGULAR SESSION**

COMMITTEE AMENDMENT “ ” to S.P. 533, L.D. 1508, Bill, “An Act To Improve Animal Control in Maine”

Amend the bill by striking out the title and substituting the following:

'Resolve, To Improve Animal Control in Maine'

Amend the bill by striking out everything after the title and before the summary and inserting the following:

'Sec. 1. Development of animal licensure incentives. Resolved: That the Commissioner of Agriculture, Conservation and Forestry shall, within existing resources, develop strategies to encourage owners of dogs to license their dogs under the Maine Revised Statutes, Title 7, chapter 721. The strategies may include, but are not limited to:

- 1. An advertising and public outreach campaign promoting licensure and offering incentives donated by participating businesses, including coupons, rewards cards and discounts for goods or services;
- 2. Development of an exclusive logo or certificate that may be displayed by participating businesses that actively participate in any promotional campaigns developed by the commissioner; and
- 3. Coordination with municipalities and other entities authorized to license dogs to disseminate information, notices and flyers promoting licensure in municipal offices, on publicly accessible municipal websites and in other public buildings.'

SUMMARY

This amendment is the minority report of the committee. It removes the optional cat licensing section, changes the bill to a resolve and retains the provision that directs the Commissioner of Agriculture, Conservation and Forestry to develop strategies to encourage owners of dogs to license their pets, including an advertising and public outreach campaign promoting licensure; offering incentives such as coupons and rewards cards donated by participating businesses; developing an exclusive logo or certificate that

COMMITTEE AMENDMENT

1 may be displayed by supporting businesses; and coordinating with municipalities and
2 other entities authorized to license dogs to disseminate information, notices and flyers
3 promoting licensure.