From: kimberlyaustin1964
To: All Alders
Subject: Humane Pet Shop Ordinance
Date: Monday, November 17, 2025 8:13:59 AM

You don't often get email from kimberlyaustin1964@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please support the Humane Pet Shop Ordinance. Pet shops should not be allowed to sell Puppy Mill puppies. I personally have rescued a pug who was used as stud for 5 years at a nearby Amish Puppy Mill. He was kept in a small cage for all of those 5 years. There is no interaction. No Vet care. My guy didn't know he was a dog. If pet shops keep selling these puppies the puppy mills will keep supplying them. If the demand drys up they will have to quit breeding. Thank you for your time, Kim Austin

Sent via the Samsung Galaxy S23+ 5G, an AT&T 5G smartphone

From: Kristin Bernhardt
To: All Alders
Subject: Support the humane pet store ordinance!
Date: Monday, November 24, 2025 11:50:16 AM

Some people who received this message don't often get email from kristibernhardt14@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

As a veterinarian and resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. These practices harm consumers and have no place in our city.

Sincerely,

Dr. Kristi Bernhardt

Sent from my iPhone

From: Jamie Bislew
To: All Alders
Subject: Proposal to ban the sale of cats and dogs
Date: Wednesday, November 12, 2025 2:48:29 PM

Some people who received this message don't often get email from jamiebislew@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good afternoon,

My name is Jamie Bislew and I have been a CVT for the last 10 years.

As someone who works every day with sick and injured dogs, I'm deeply concerned about the proposal to ban the sale of cats and dogs in Madison pet stores. I oppose this ordinance. In my experience, responsible pet stores are one of the strongest forces keeping breeders accountable. When ANIMART was open in Madison, we had clear standards for where dogs came from and took that role seriously. That accountability system matters now more than ever, especially with so many families turning to mixed breeds.

If ANIMART noticed a trend, such as puppies from a certain litter developing hip issues, we could report it back to the breeder and make sure it was addressed. If a breeder had sick dogs, ANIMART stopped sourcing from them until the issue was fixed and the dogs were properly quarantined. That kind of feedback loop doesn't exist with online sellers or rescues that sell through Facebook or Craigslist. Those sellers disappear once the money is made, and there's no way to trace where the dog came from or stop the problem from happening again. Another major concern is that pets listed online can fall into the wrong hands. Dogs given away or sold cheaply on the internet are sometimes used as bait in dog fighting. At our clinic, we take this seriously and run background checks through the Wisconsin Court System to make sure anyone adopting or rehoming an animal doesn't have a history of animal abuse.

This ordinance sends the wrong message about responsible pet stores like ANIMART. We were transparent, careful, and proactive. We held breeders to humane standards and even made sure breeding dogs got time off between litters. We also gave families honest guidance about which dogs fit their lifestyle, something no online seller or breeder with a few puppies to move will do. Pet stores like ANIMART should be seen as part of the solution, not the problem.

Thank you,
Jamie Bislew, CVT

From: Iris Boehm
To: All Alders
Subject: In support of a prohibition on retail sale of dogs and cats
Date: Sunday, November 23, 2025 12:41:51 PM

Some people who received this message don't often get email from irispboehm@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I hope this email finds you well on this lovely fall day! I'm writing to ask for your support for a humane pet store ordinance in Madison. Our local shelters and rescues are under tremendous pressure, caring for animals who urgently need homes. By preventing puppy and kitten sales in retail stores, we can shift demand toward rescuing animals who are already here and in need. And if someone wants to purchase a puppy from a breeder, there are many in the area who would never sell through a pet store. This is an easy win for our pet-loving city!

Thank you,
Iris Boehm
District 2

From: Stephen Bruinsma
To: All Alders
Subject: Please support the Humane Pet Store Ordinance!
Date: Monday, November 24, 2025 12:57:58 PM

Some people who received this message don't often get email from stephenbruinsma@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

As a resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. These practices harm consumers and have no place in our city.

Sincerely,
Steve Bruinsma
Madison, WI

From: M Butcher
To: All Alders
Subject: Please vote in favor of ban on retail cat and dog sales
Date: Friday, November 21, 2025 11:55:12 AM

Some people who received this message don't often get email from melissarbutcher@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I'm a Madison and Hill Farms resident and I hope to see all alders vote in favor of the proposed ban on retail cat and dog sales. We don't need to encourage puppy mills; plenty of rescue pets need homes.
Thank you,
Melissa & William
5150 Door Drive

From: Marina Drake
To: All Alders
Subject: Pass the ban on retail sales of dogs and cats in Madison
Date: Monday, November 24, 2025 9:19:52 PM

Some people who received this message don't often get email from intotheforest22@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

As you know, District 13 Alder Tag Evers has introduced a new ordinance that would ban the retail sale of cats and dogs in pet stores throughout Madison. I support this ordinance, which aims to prevent puppy- and kitten-mill–sourced animals from entering our community and being sold to unsuspecting consumers for thousands of dollars—often sick, poorly socialized, and in need of significant care. Claims that such a ban would create a black market for kittens and puppies are baseless. These claims are a scare tactic designed to maintain the status quo and prop up puppy and kitten mills and breeders.

By passing this ordinance, Madison can help ensure that the local pet market continues to shift toward humane, responsible sources such as shelters and rescues. I urge you to vote in favor of the proposed ban on retail cat and dog sales.

There is no question that the Madison community strongly supports humane policy.

Thank you for your help in shutting down the puppy and kitten mill pipeline!

Sincerely,
Marina Drake
46 Dixon Street
Madison WI 53704
-
"Ultimately we just have one moral duty: to reclaim large areas of peace in ourselves, more and more peace, and to reflect it towards others. And the more peace there is in us, the more peace there will also be in our troubled world."
- Etty Hillesum

From: Lynn D.
To: All Alders
Subject: No pet shop puppies
Date: Friday, November 14, 2025 1:06:51 PM

Some people who received this message don't often get email from lmariedupree@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good afternoon

I am writing to request that you support the ordinance prohibiting the sale of pet shop puppies in Madison. Far too many animals are abused by the puppy mills in Wisconsin. Please do not let Madison support this terrible situation.

Best regards

Lynn DuPree

From: Nancy Fairman
To: All Alders
Subject: Please+vote+in+favor+of+ban+on+retail+cat+and+dog+sales
Date: Friday, November 21, 2025 6:25:38 PM

Some people who received this message don't often get email from nbfairman@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello
I am a veterinarian in Madison and We need to stop these sales. Please vote for the ban onselling these animals.
Thank you
Nancy Fairman

From: Laura Gessert
To: All Alders
Subject: Humane Pet Shop Ordinance
Date: Friday, November 14, 2025 8:15:51 PM

[Some people who received this message don't often get email from laurachorba@icloud.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Common Council

Please do not allow pets to be sold in pet stores. We already have so many puppies and kittens being dumped and shelters are all full.
Let's not go backwards!
The Amish people in many cases are running puppy mills as a way to earn money .
The Amish are the breeders breed for pet stores.
Animals are dying as we speak the minute they walk into shelters if the owner cannot be found !
Please let's take care of the pets we have !
Thank You
Laura Gessert

Sent from my iPhone

From: Valerie Gibbons
To: All Alders
Subject: Vote YES on Tuesday
Date: Monday, November 24, 2025 8:52:01 PM

Some people who received this message don't often get email from valgibbons22@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Support a humane pet store ordinance in Madison.

From: Brian Giles
To: All Alders
Subject: Creating Section 23.65 of the Madison General Ordinances to regulate the sale of pets in retail pet stores.
Date: Friday, November 21, 2025 10:45:00 AM

Some people who received this message don't often get email from bgiles1974@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Madison city council members. My name is Brian Giles and I am the alderman for Marshfield District 7. I recently was made aware of the proposed addition of 23.65 into your code. I authored and helped pass a similar ordinance in Marshfield. I am writing to express my support of council members Tag Evers and Dina Nina Martinez-Rutherford and their ordinance amendment. I know there is dark money to stop this change but it is undoubtedly coming from the lucrative but horrifying puppy mill industry.
Please vote in support of this amendment to send a message to puppy mills that you don't support them.
Thank you.
Brian Giles

From: susan.graham2016@gmail.com
To: All Alders
Subject: Please support the humane pet shop ordinance
Date: Saturday, November 15, 2025 11:25:39 AM

[Some people who received this message don't often get email from susan.graham2016@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Sent from my iPhon

Puppy mills are not good places for dogs to get their start in life. There are many good dogs available for adoption through humane societies and rescue organizations! Thanks

From: Janeen Ihm-Villalpando
To: All Alders
Subject: Please vote in favor of ban on retail cat and dog sales
Date: Monday, November 24, 2025 8:26:04 AM

You don't often get email from janeenandmiguel@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

These dogs come from puppy mills and breeders that only care about 1 thing and that is money. PLEASE think about the dogs and cats and what they have to endure. Please Vote in favor of a ban on retail cat and dog sales. It needs to end.

Janeen Ihm

From: Pamela Jahn
To: All Alders
Subject: Please vote in favor of ban on retail cat and dog sales
Date: Friday, November 21, 2025 12:20:31 PM

Some people who received this message don't often get email from pamelaajahn@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please, please, please put an end to disgusting, overpopulating and inhumane puppy/cat mill (for profit only) operations that sell to local pet stores. These stores who claim to care about pets are encouraging horrendous conditions for animals all in the name of profit and this has no good or honorable purpose ever! PLEASE make it impossible for this to happen in our city. Sincerely, Pamela Jahn, 108 E Lakeview Ave, Madison.

From: Lisa Kauffman
To: All Alders
Subject: Ordinance consideration-Banning the sale of dogs and cats in pet stores-11/5/2025
Date: Monday, November 3, 2025 4:29:19 PM
Attachments: image001.png

Some people who received this message don't often get email from lisak@bestfriends.org. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Honorable Alders of the City of Madison,

Best Friends Animal Society is a leading animal welfare organization dedicated to saving the lives of dogs and cats in America's shelters and making the entire country no-kill. Founded in 1984, Best Friends runs lifesaving facilities and programs nationwide in partnership with more than 5,500 shelters and rescue organizations. From our headquarters in Kanab, Utah, we also operate the nation's largest no-kill animal sanctuary — a destination that brings our mission to life for thousands of visitors each year.

A puppy mill is a dog breeding operation in which profit takes priority over the health, comfort, and welfare of the dogs. In puppy mills, dogs live in small, cramped cages; females are bred constantly; and most of the dogs are deprived of love, socialization, and medical care.

The puppy mill industry has been around for a long time. There is no overnight solution, but a lot of progress has been made in recent years. Best Friends has helped more than 275 cities, towns, and counties—as well as eight states: California, Maryland, Maine, Washington, Illinois, Oregon, Vermont, and New York—to enact laws to ban pet stores from selling puppies from puppy mills. A total of 571 U.S. ordinances and resolutions have been passed preventing pet store sales. Best Friends is committed to working with lawmakers, partner groups, and advocates across the country to do all we can to put all puppy mills in the past.

We're not trying to shut down any stores; we're simply trying to encourage them to transition to a more humane business model that focuses on pet services and supplies (and, ideally, adoption) rather than the sale of pets from irresponsible, inhumane breeders.

For this reason, we support the ordinance on the November 5, 2025, agenda to prevent the sale of dogs and cats in pet stores.

Thank you for your time,

Lisa Kauffman
Campaign Sr. Strategist, Electoral Initiatives
Best Friends Animal Society
Office: 213.712.5872
bestfriends.org

Best Friends
Save Them All

From: Michael Kelley
To: All Alders
Subject: Pet store ordinance
Date: Thursday, November 20, 2025 9:58:52 PM

Some people who received this message don't often get email from mconradk@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alder Mayer and Common Council Members:

As a resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. Additionally, these practices harm consumers and have no place in our city.

Our local shelters and rescues are under tremendous pressure, caring for animals who urgently need homes. By preventing puppy and kitten sales in retail stores, we can shift demand toward rescuing animals who are already here and in need. And if someone wants to purchase a puppy from a breeder, there are many in the area who would never sell through a pet store. This is an easy win for our pet-loving city!

Sincerely,
Michael Kelley
District 6 Resident

From: Kristen Koenig
To: All Alders
Cc: Mayer, Davy
Subject: Puppy Sale Ban
Date: Thursday, November 20, 2025 5:10:44 PM

Some people who received this message don't often get email from kristenk537@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alder Mayer and Common Council Members:

As a resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. Additionally, these practices harm consumers and have no place in our city.

Our local shelters and rescues are under tremendous pressure, caring for animals who urgently need homes. By preventing puppy and kitten sales in retail stores, we can shift demand toward rescuing animals who are already here and in need. And if someone wants to purchase a puppy from a breeder, there are many in the area who would never sell through a pet store. This is an easy win for our pet-loving city!

Sincerely,
Kristen Koenig
District 6 Resident

From: Susan Krebsbach, DVM
To: All Alders
Subject: In Support of Humane Pet Store Ordinance 90423
Date: Monday, November 24, 2025 1:33:06 PM
Importance: High

Some people who received this message don't often get email from drsusan@creaturecounseling.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

My name is Dr. Susan Krebsbach, and I have been a practicing veterinarian for over 30 years. I founded my own animal behavior practice here in Wisconsin, Creature Counseling, and I am honored to serve as the Wisconsin Representative for the HumaneVMA, a national organization dedicated to using their expertise and resources to advance animal welfare via leadership, advocacy, education and service. I am writing to express my strong support for Ordinance 90423, which prohibits the sale of dogs and cats in retail pet stores.

This ordinance is a critical step in protecting both animals and families in our community. Passing this legislation ensures that we will not become a target for the cruel and exploitative practices of puppy mills. Veterinarians know all too well the suffering these facilities cause: dogs confined to cramped wire cages, deprived of human interaction, bred repeatedly without regard for health or genetic soundness, and subjected to makeshift "medical care" by untrained individuals. These conditions amplify serious genetic disorders and create lifelong health and behavioral problems.

The consequences of these practices are evident in the exam rooms of veterinary clinics across the country. Puppies sold through pet stores—almost always sourced from high-volume breeding facilities—frequently arrive with acute and chronic illnesses, including:

- Intestinal parasites such as worms, giardia, and coccidia
- Contagious respiratory diseases like CIRDC and pneumonia
- Deadly viral infections such as parvovirus and distemper
- Chronic ear, eye, and skin infections
- Neurological disorders including seizures
- Orthopedic conditions such as hip dysplasia and spinal abnormalities
- Inherited heart, liver, and other organ diseases
- Blindness and deafness

Beyond the heartbreak these conditions cause families, some of these diseases pose zoonotic risks to humans. The CDC has repeatedly issued outbreak advisories, notices of ongoing investigation, and a Morbidity and Mortality Weekly Report linking pet store puppies to antibiotic-resistant Campylobacter infections. The American Medical Association has warned of the growing public health threat. Children, the elderly, and immunocompromised individuals are especially vulnerable.

In addition to medical concerns, veterinarians regularly see families struggling with behavioral challenges in dogs purchased from pet stores. Research published in the Journal of Veterinary Behavior confirms what we observe in practice: dogs from high-volume breeding facilities are significantly more likely to develop aggression and emotional problems compared to dogs from responsible sources.

By passing Ordinance 90423, Madison will join eight states and more than 520 localities nationwide in rejecting the sale of commercially bred dogs and cats in pet stores. This legislation will protect

animals from cruelty, safeguard families from financial and emotional hardship, and uphold the standards of humane veterinary care. Importantly, it will not limit opportunities for residents to welcome pets into their homes—adoptions from shelters and rescues, as well as purchases from responsible breeders, remain fully available.

I urge you to adopt this ordinance and affirm Madison's commitment to animal welfare, public health, and responsible pet ownership.

Thank you for your leadership and dedication to our community.

Respectfully,

Susan

Susan B. Krebsbach, DVM
Owner/Veterinarian

Creature Counseling
Veterinary Animal Behavior Consulting Services
871 Pinnacle Drive
Lake Mills, WI 53551-2015
Cell Phone: 608-212-2897
Office Phone: 608-835-5104
Email: DrSusan@CreatureCounseling.com
Website: www.CreatureCounseling.com

From: LU
To: All Alders
Subject: live animals for sale in pet stores
Date: Saturday, November 22, 2025 12:15:19 PM

Some people who received this message don't often get email from olenorse@att.net. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I have been watching with increasing anxiety the plight of cats in Pet Supplies Plus. They have been in a small condo for weeks and I believe the young cats' behavior is adversely affected by this seclusion and solitude. They certainly cannot run and play and do come to the bars of the cage if people come by, but it is heart breaking to watch week after week. Lu Kummerow

From: Jessica Landers
To: All Alders
Subject: Humane Pet Store Ordinance
Date: Sunday, November 23, 2025 10:42:35 AM

Some people who received this message don't often get email from jjlanders@wisc.edu. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I'm reaching out to support Madison's ordinance that will prohibit the sale of puppy mill puppies in pet shops. This ordinance is a long time coming for the city, which for years was home to a puppy mill store. That store has since closed. Now is the time for Madison to pass a preventative ordinance that will stop any other store from opening in town, importing puppy mill puppies, engaging in deceptive sales tactics, and selling sick puppies.

From a veterinary perspective, this ordinance is important because pet store puppies have the health deck stacked against them. Their mothers are often mistreated, stressed, and overbred. Commercial breeders who supply pet shops with puppies do not spend time or resources on genetic testing. Puppies are taken from their mothers and littermates too early, often before their immune systems are fully developed. This is why so many pet shop puppies are sick, often with respiratory illnesses or parasites.

Madison and surrounding areas are home to a wide network of shelters, rescues and responsible breeders who sell directly to the public because they have nothing to hide. The last thing we need is a puppy store selling puppy mill puppies to unsuspecting consumers.

- Jessica Landers, 3rd year veterinary student at UW-Madison, Humane Society Veterinary Medical Association co-president

From: Linda
To: All Alders
Subject: Legistar 90316, seeking shelter donations
Date: Friday, November 21, 2025 3:32:08 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

This resolution seems unnecessarily complicated. Alders will be required to file a report of the amount and date of contributions and contributors for all donations with the City Clerk within six months of the receipt of the donation. (This is the requirement under MGO 3.35(5)(a)2.d, though the resolution states "within 6 months after the completion of the fundraising.")

When the Mayor and Alders were authorized to encourage donations to the Abundant Life Christian School Emergency Fund (Legistar 86528), no Alder reporting was required. The resolution stated: "donations to the Abundant Life Christian School Emergency Fund will be made directly to Abundant Life Christian School via United Way of Dane County and therefore there will be no report regarding the donations as required to be submitted to the City Clerk under MGO 3.35(5)(a)2.d."

Similarly, Shelter Friends of Dane County has two 501(c)3 organizations to accept donations on its behalf until it obtains 501(c)3 status. From Shelter's website:

> "Two Ways to Give
> As Shelter Friends of Dane County awaits approval to be a 501(c)3 organization, we are grateful to United Way of Dane County and Madison Community Foundation for accepting donations on our behalf."

Alders could encourage donations through these organizations and thus avoid the need to track and report contributions.

There would be additional benefits. The resolution states "that members of the Common Council shall take care to not express or imply that any fundraising requests are in any way connected to other business or proposals …" Yet a donor giving an Alder $100K could certainly create a sense of warm feelings toward that donor – a risk that would not exist if contributions are given to the charity. Plus, there would be no ability to track which Alders are better fundraisers.

Respectfully Submitted,
Linda Lehnertz

From: Linda
To: All Alders
Subject: Agenda #11, Legistar #90423, banning cat and dog sales
Date: Monday, November 24, 2025 12:07:37 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Staff told the Board of Health Madison and Dane County that "we have largely not been involved in the creation of this ordinance." (Minute 22 of 11/5/2025 meeting.)

This lack of staff involvement is readily apparent from little things (the section cited in proposed 23.65(2)(a) does not identify the section as a Wisconsin Statute) to big things.

1. The vast majority of ordinances banning pet sales require an "animal rescue organization" to have 501(c)(3) tax-exempt status in order to prevent breeders from circumventing the law by setting up a nonprofit corporation. The proposed ordinance merely requires the "animal rescue organization" to be a not for profit organization.

2. Many prohibitions in other municipalities/states include rabbits in addition to cats and dogs. (Cambridge, MA includes arachnids, birds, mammals, amphibians, and reptiles.)

3. While a Wisconsin State Journal article reported Alder Evers as saying there are not any pet stores currently selling dogs or cats, that is not entirely accurate. There is a store that sells kittens/cats, kittens/cats that freely roam the store. This store has been taking in unwanted kittens for many years. Will this store be grandfathered or will their sales be banned as of the ordinance's effective date?

4. The definition of "animal shelter" tracks Wisconsin law. There does not seem to be a need to separate out "animal shelters." Dane county shelters that are licensed under Wisconsin law are either an "animal control facility" or an "animal rescue organization." (There is one exception, the Madison College vet tech program, which directly adopts out animals used in the program.)

5. The definition of "animal shelter" uses other terms ("humane society", "animal welfare society", "animal rescue group", "other nonprofit group") which are not defined. Perhaps a humane society is the same thing as an animal control facility and perhaps an animal rescue group is the same thing as an animal rescue organization, but terms need to have clarity. The "other nonprofit group" could even be an organization that obtains animals from a breeder or broker for compensation or profit since there is no prohibition (unlike an "animal rescue organization").

Respectfully Submitted,
Linda Lehnertz

From: Barb L
To: All Alders
Subject: Pet Store Humane Ordinance
Date: Monday, November 17, 2025 8:13:54 AM

You don't often get email from hectorisacat@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear City of Madison,
Please support the Pet store humane ordinance.
This will help lower the puppy mill population and reduce sick dogs being sold to the public.
Respectfully
Barb Lewis
PS I am not a robot or scam.

From: Pat Malcolm
To: All Alders
Subject: Humane Pet Shop Ordinance
Date: Sunday, November 16, 2025 11:42:09 AM

Some people who received this message don't often get email from pmalcpoet@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please support the Humane Pet Shop ordinance. If possible, sign on as a co-sponsor. Selling dogs and cats in pet shops encourages puppy farming and hoarding. Potential owners are not sufficiently screened for suitability and ability to afford appropriate vet care. Animals are not vet checked and spayed or neutered.
Be kind. Please, please vote for this important ordinance.

Sincerely,
Pat Malcolm (she/her)
Davidson St
Madison

Sent from Gmail Mobile

From: Sara McGaughy
To: All Alders
Cc: Pritchett, Joann
Subject: Keep puppies out of pet stores! Vote Yes next Tuesday!
Date: Saturday, November 22, 2025 8:15:36 AM

Some people who received this message don't often get email from sara.mcgaughy@yahoo.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

As a resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. These practices harm consumers and have no place in our city.

Sincerely,

Sara and Seth McGaughy
District 9 / Madison, WI

From: Jim Metz
To: All Alders; Ruth Metz; Jim Metz
Subject: Request for Phone or In-Person Conversation on Retail Pet Sale Ordinance
Date: Monday, November 10, 2025 7:59:00 AM

You don't often get email from jmetz3150@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Members of the Madison Common Council,

As a veterinarian and owner of ANIMART Pet Stores, we are reaching out because we would appreciate the opportunity to share our perspective on the proposed retail pet sale ordinance. On Friday we reached out to Alder Evers directly, and I'm hopeful we can speak soon. In the meantime, I would value the chance to speak with other members of the Council as well.

While I respect the intentions behind this proposal, it is based on assumptions that don't align with the reality of how responsible pet stores operate.

In my store:

- We regularly steered families away from pets that were not the right fit for their home, time, or activity levels.
- Many of those families would have otherwise turned to online marketplaces to find a specific breed, where unethical breeders and scams are widespread.
- We carefully selected our sourcing, prioritized regulated breeders, and maintained transparency at every step.
- When a family needed help after bringing a pet home, they returned to us. That accountability disappears in online sales, where sellers often delete profiles and cut off contact.

To be clear, this ordinance would not change operations for any businesses that currently exist. But it sends the wrong signal, misrepresents the role of responsible pet retailers, and discredits those of us who worked hard to create safer, more accountable pathways for families bringing pets home.

I would welcome the opportunity to discuss this directly and answer any questions you may have. Please let me know if you are open to a brief call or meeting in the coming days.

Thank you for your time and consideration,

James R Metz DVM

920-210-4822

Ruth L Metz

920-210-4921

From: Ruth Metz
To: All Alders
Cc: James Metz DVM
Subject: Oppose Ordinance 90423: Pet sale bans send the wrong message about responsible pet care and push families toward online pet scams
Date: Thursday, November 20, 2025 3:48:57 PM

Some people who received this message don't often get email from ruthm@animartpet.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Madison Common Council,

As a Wisconsin veterinarian for over 40 years, I am contacting you regarding the proposed Madison Ordinance 90423 which would prohibit the sale of cats or dogs in retail pet stores.

At our veterinary clinics and pet stores, my wife Ruth and I have dedicated our careers to improving the health and welfare of animals and promoting the human-animal bond. We've seen firsthand how strong standards, responsible breeding, and trusted local stores lead to the best possible outcomes for pets and their families.

That's why we're deeply concerned about Ordinance 90423. Alder Tag Evers, who introduced the measure, has not responded to our requests to discuss our concerns. In doing so, he's ignoring the very real harm this ordinance would cause to both animals and the community.

We share the Council's commitment to protecting animal welfare, but this proposal sends the wrong message and risks doing more harm than good. Instead of promoting accountability, it encourages a system that opens the door to unregulated online sellers and individuals who sell dogs out of parking lots and on the internet. These sellers operate outside the law, leaving families vulnerable to scams and sick puppies with no accountability once money changes hands.

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Even more puzzling, Madison doesn't currently have a single pet store that sells dogs or cats. In fact, it is a miss-perception that pet stores sell puppies from puppy mills. Advocates claim the ban would crack down on "puppy mills" and steer consumers toward shelter pets, but evidence shows these policies do neither. This ordinance is not actually designed to fix the real problem. It's part of a national campaign led by a Washington, D.C. based lobbying group pushing pet-sale bans from coast to coast. They've made a business out of convincing local officials to pass measures that look good on paper but do nothing to stop bad breeders.

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We strongly urge the Council to **NOT** advance the proposed Madison Ordinance 90423.

Thank you for your time and thoughtful consideration.

Sincerely,

James R Metz, DVM

Jmetz3150@gmail.com | 920-210-4822

Ruth L Metz

RuthM@animartpet.com | 920-210-4821

From: Ruth Metz
To: All Alders
Cc: James Metz DVM; Ruth Metz
Subject: Oppose Ordinance 90423
Date: Monday, November 24, 2025 8:19:43 AM

Some people who received this message don't often get email from ruthm@animartpet.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Madison Common Council,

Just wanted to send a quick followup on last week's email to provide this article and link from the WI State Journal.

WISC. STATE JOURNAL LINK (with paywall):
https://madison.com/opinion/column/article_5a2637bc-bd36-48a6-bee0-6c544747d1b4.html
VIEW ARTICLE & IMAGES (no paywall): https://archive.is/TcIta

Banning pet sales at Madison shops is bad idea | Dr. Jim and Ruth Metz

Madison's proposed ban on dog and cat sales may sound compassionate — but in reality, it would hurt the very animals it aims to protect.

As Wisconsin pet store owners with a veterinary practice, we have dedicated our careers to improving the health and welfare of animals while promoting their bond with humans for more than 40 years. We've seen firsthand how strong standards, responsible breeding and trusted local stores lead to the best possible outcomes for pets and their families.

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For instance, the ban would limit options for families looking for specific breeds or health-tested animals — pushing them toward purchasing from unscrupulous sellers. More puzzling, Madison doesn't have a single pet store that sells dogs or cats.

Advocates claim the ban would crack down on "puppy mills" and steer consumers toward shelter pets. But these policies do neither.

This proposal is part of a national campaign led by a Washington, D.C.-based lobbying group pushing pet-sale bans from coast to coast. They're trying to convince local officials to pass measures that look good on paper but do nothing to stop bad breeders.

When we opened our first Animart Pet Store in Beaver Dam in 1983, we built it on community

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A responsible local pet store supports the understanding of animals. It is a trusted place for questions, which is hard to find online.

In today's market, placing healthy, responsibly raised pets with families is one of the few revenue streams to help small, family-run businesses stay afloat. Without it, competing with online giants such as Amazon and Chewy becomes nearly impossible — a pressure we felt firsthand when it forced us to close our Madison location.

With our veterinary practice, we provide medical oversight and work closely with dog breeders to ensure only puppies from unwanted litters and from inspected, state-compliant facilities ever make it to our stores.

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Over time, the industry has evolved for the better. Breeders are more professional. Inspections are more rigorous, and consumer expectations are higher than ever. The few remaining stores in Wisconsin that sell puppies operate under some of the tightest standards anywhere.

If families can't turn to responsible pet stores, they're pushed into an unregulated marketplace where it's nearly impossible to know what they're getting.

In states such as California and New York, similar "pet prohibition" laws have fueled black markets for puppies. Just last month, dogs were being sold out of car trunks in New York City.

And ordinances such as Madison's pass, families turn to Craigslist and Facebook Marketplace — places where no one checks breeding conditions, vaccination records or genetic health. It creates the perfect environment for puppy mills and scammers to flourish, exacerbating the very problem the ordinance claims to solve.

We understand the good intentions behind this proposal. Everyone wants to protect animals. But you can't legislate compassion with bad policies.

If Madison truly wants to improve animal welfare, it should work with licensed veterinarians, breeders and pet store owners who are already setting the bar for care. Madison could strengthen existing transparency requirements or even require stores to have veterinary oversight.

The human-animal bond teaches kids responsibility, empathy and the cycle of caring for another living being. Weakening the avenues that connect families with healthy pets hurts that bond — and ultimately, the animals themselves.

Instead of another symbolic ban, Madison needs commonsense solutions that protect animals and preserve the right of families to bring home a trusted companion. Let's build on what works instead of dismantling it.

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Cc: James Metz DVM <jmetz3150@gmail.com>
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Thank you for your time and thoughtful consideration.

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Jmetz3150@gmail.com | 920-210-4822

Ruth L Metz

RuthM@animartpet.com | 920-210-4821

From: Ruth Metz
To: All Alders
Cc: James Metz DVM
Subject: Re: Oppose Ordinance 90423
Date: Tuesday, November 25, 2025 12:24:35 PM

Some people who received this message don't often get email from ruthm@animartpet.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Madison Common Council Members,

In preparing to speak for this evening's meeting re: Ordinance 90423, I find myself with more to say than I can in 3 minutes. Thus, I will shorten my talk and hope you get a chance to read this email.
Thank you, Ruth Metz

re: ORDINANCE 90423

I ask you to ask yourself, "What is the purpose of this Ordinance?"

Is the problem pet stores? There are no pet stores in Madison even selling puppies – so just WHAT is the Problem?

Is the problem Puppy Mills? We ALL want to eliminate Puppy Mills – and the USDA and WI DATCP are already doing an excellent job of eliminating and preventing them.

In the past, there were unscrupulous pet stores which did source puppies from puppy dealers and high-volume commercial breeders - puppy mill breeders - leading to puppies with poor health and behavioral issues due to inadequate care and socialization.

Many pet stores have transitioned to a model where they partner with local animal shelters and rescues, hosting adoption events. We all support shelters and all they do for unwanted pets. However, many individuals and families still want a young puppy or kitten and are not interested in adopting an older dog or cat with potential health or behavioral problems.

So, where can they go for a puppy?

Maybe the local Humane Society has some puppies.

And, Why SHOULDN'T they go to the LOCAL PET STORE? - Which is also licensed and inspected by DATCP, following all facility, care and sale requirements?

Following today's Pet Industry Best Practices, a Pet Store SHOULD Adopt Out (or "sell") Puppies & Kittens -- & Bunnies, Fish, Birds, Reptiles & Pocket Pets.

Reputable HUMANE Pet Stores offer: (and I will focus here mostly on dogs & cats)

- Professional, knowledgeable staff with close veterinary oversight.

- Health Documentation including a veterinary exam & health certificate, needed vaccinations, spay or neuter already performed or, for larger breeds, included in the price to be done later at the ideal age for that breed - Healthy pets that won't add to an over-population problem.

- Selection of only animals & breeds that make good pets

- Screening of potential owners to ensure they are a good match for the specific pet and are able to provide a suitable, loving, and stable life-long home.

- Transparency and Sourcing: The store should gladly provide information on where every dog is sourced. Reputable sources are responsible breeders or rescue organizations, not puppy mills.

- Well socialized animals – with both people & other dogs. Many Pet Stores today are offering puppy parties & training classes to prevent the behavioral problems which lead to surrendering the pet to a shelter

- Education and Support: Store staff should be knowledgeable about the specific breed's needs and serve as an ongoing resource for new owners, helping them with training and care questions.

- Comprehensive Contract with a Health guarantee & return policy, preventing the pet from ending up in a shelter.

While our business, Animart, accepts unwanted litters of puppies & kittens and deals primarily with smaller local breeders, all larger breeders must be DATCP licensed PLUS follow our own Animart Breeder Excellence Standards which go beyond the USDA and state regulations. We require:

  - At least one non-breeding heat cycle after each litter.
  - Puppies and kittens must be 8 weeks old vs 7.
  - Quality AFCO labeled food (vs "appropriate" food).
  - Frequent positive human contact is needed to ensure a well socialized pet.
  - The breeder must provide a health guarantee - to help hold them accountable to breed healthy animals.
  - We don't work with breeders who sell animals to research facilities.
  - Breeders must allow random visits from an Animart employee on their property at least once per year.

Unintended consequences of passing this "feel-good" ordinance:

- Limited access to breeds and choice – leading to emotional impulse purchases based on a breed's look vs that breed's general personality, care & needs which may not be the ideal

fit to that person or family's lifestyle, expectations and financial abilities – leading to more abandoned or surrendered pets in shelters.

- Inadvertently supports black-market breeders and dealers as people rely more on the internet, shopper guides, farmer's markets, fairs, etc, to find a puppy – without the direct oversight of DATCP regulations and consumer protections. It can be difficult for consumers to know the actual origin and conditions in which the dogs were kept, the health status and vaccination history, potentially leading to a higher likelihood of behavioral and genetic health issues – and more abandoned or surrendered pets in shelters.

- Supports radical animal rights groups whose ultimate goal is to eliminate ANY animals to be kept as pets – no dogs, cats, fish, reptiles, birds or pocket pets

- If there are fewer pets owned, there will be no future for many local small businesses - no need for companion animal veterinarians, groomers, boarding facilities, doggie day care, trainers or pet stores – along with all the larger pet industry manufacturers and allied businesses.

We all recognize the beneficial value of the human-animal bond that provides significant emotional, psychological, and physical benefits to both humans and animals. The human-animal bond benefits children and seniors through improved physical and mental health, and emotional support. For kids, pets can help with social skills, reading, and empathy, while for seniors, pets can reduce loneliness, slow cognitive decline, and encourage physical activity. The bond provides unconditional companionship, which can help buffer stress for both age groups and foster resilience.

We all agree that bad breeders need to be shut down, but this misguided ordinance will not do that. In reality, the bad breeders this legislation targets will go untouched while responsible pet stores pay the price and consumers and pets are less protected from the unreputable breeders. Reputable HUMANE Pet Stores are NOT the Problem - but can be part of the Solution.

I ask you to NOT take a step backwards, but to take a step FORWARD.

Vote NO to the Madison Ordinance 90423.

Thank you for your time and consideration to this matter.

Respectfully,

Ruth Metz

Ruthm@animartpet.com | 920.210.4821

From: Ruth Metz
Sent: Monday, November 24, 2025 8:19 AM

To: allalders@cityofmadison.com <allalders@cityofmadison.com>
Cc: James Metz DVM <jmetz3150@gmail.com>; Ruth Metz <RuthM@animartpet.com>
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Jmetz3150@gmail.com | 920-210-4822

Ruth L Metz

RuthM@animartpet.com | 920-210-4821

From: jkmeyers63
To: All Alders; Common Council Executive Committee
Subject: Please support the Humane Pet Shop Ordinance
Date: Friday, November 14, 2025 12:33:10 PM

[Some people who received this message don't often get email from jkmeyers63@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,
As a Madison resident, dog owner and rescue foster, I am asking that the members of our common council vote in support of the proposed Humane Pet Shop Ordinance.

Thank you,
Jenny Meyers
4830 Sherwood Road, Madison 53711

From: Ryan Michalesko
To: All Alders
Cc: Mayer, Davy
Subject: Please support the Humane Pet Store Ordinance!
Date: Thursday, November 20, 2025 5:00:54 PM

Some people who received this message don't often get email from ryan@michalesko.com. Learn why this is important

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Dear Alder Mayer and Common Council Members:

As a resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. Additionally, these practices harm consumers and have no place in our city.

Our local shelters and rescues are under tremendous pressure, caring for animals who urgently need homes. By preventing puppy and kitten sales in retail stores, we can shift demand toward rescuing animals who are already here and in need. And if someone wants to purchase a puppy from a breeder, there are many in the area who would never sell through a pet store. This is an easy win for our pet-loving city!

Sincerely,

Ryan Michalesko

District 6

--
Ryan Michalesko
ryan@michalesko.com

From: Heidi Michel
To: All Alders
Subject: Please support the Humane Pet Store Ordinance!
Date: Thursday, November 20, 2025 3:24:03 PM

Some people who received this message don't often get email from heidi.michel01@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

As a resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. These practices harm consumers and have no place in our city.

Sincerely,
Heidi Michel

Madison, WI

From:	Megan Nicholson
To:	All Alders
Cc:	Ariel Lefkovits
Subject:	Additional information regarding the pet store ordinance under consideration
Date:	Thursday, November 20, 2025 12:17:51 PM

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Dear Council Members,

I've been contacted about the ordinance you will be voting on next Tuesday that would prevent the sale of dogs and cats in pet stores versus a potential alternative ordinance that merely regulates where any future stores could source puppies from. Below are some important points to consider.

First, other cities and states that merely regulate sourcing still have major problems with puppy stores. Sourcing regulations have not stopped stores from buying from cruel puppy mills and certainly haven't stopped deceptive sales tactics, sick puppy sales or predatory lending. Las Vegas tried sourcing regulations for years, and earlier this month the Las Vegas City Council voted to phase out the sale of puppies altogether in their 13 puppy stores because the regulations weren't working. Illinois started with regulations and then passed their statewide ban on the retail sale of puppies. The same goes for New York State and Maryland, and many municipalities.

Second, responsible breeders do not sell to pet stores or other third-party sellers. They would never hand a litter of puppies to a truck driver and hope for the best. Instead, they screen potential buyers, invite them into their homes to see how their dogs are raised, and provide full transparency on genetic testing, veterinary records, and breed-specific issues. Responsible breeders remain lifelong resources for those who buy their puppies and always take a dog back if a family can no longer care for her. This standard is widely recognized: the American Kennel Club offers the same guidance, and most breed clubs forbid their members from selling puppies to pet shops. For instance, the breed club representing the most popular breed in the nation requires breeders to agree to the following: "I will not sell a French Bulldog to any non-standard breeder, puppy broker, pet store, puppy mill, litter lot sales or any other commercial enterprise whose business is involved in like activities" (French Bull Dog Club of America).

Third, it is not feasible to require pet stores to only buy puppies from "ethical" sources because there is no reliable oversight of dog breeders ensuring humane conditions. USDA oversight of commercial breeders still permits inhumane practices, including housing dogs in stacked wire cages only six inches larger than their bodies, and enforcement of even these minimal standards is poor. Some states regulate commercial breeders who sell to pet shops, but no state has standards that most Americans would consider acceptable conditions for dogs to be subjected to for their entire lives. And each state has their own enforcement challenges. There are some voluntary certification programs, but these represent a sliver of the industry and aren't reliably enforced either. *The only way for a consumer to know they are buying a puppy from a humane source is to visit the breeder in person and avoid third party sellers.*

Madison is poised to become the **15th** locality in Wisconsin to enact a humane pet shop ordinance, and the **521st** in the nation. Many of these local lawmakers wrestled with this same question, wondering if there was another away to crack down on the puppy mill-to-pet shop pipeline that is so problematic for animals and consumers. Some learned the hard way by enacting regulations first. Others saw that selling weeks-old puppies like mere products in retail stores is simply unfixable, and the pipeline behind it is too broken to merely regulate.

This is the time for Madison to enact the humane pet shop ordinance. No businesses are impacted, yet it's a crucial step in preventing bad actors from moving into town. Madison will remain open to the vast majority of pet stores that firmly refuse to sell puppies and residents will continue to find the pet of their choice from our region's impressive network of shelters, rescues and responsible breeders.

Please do not hesitate to reach out to me with any questions or requests for additional information.

Megan Nicholson
Wisconsin State Director, State Affairs
Madison, WI
C 608-400-5464
humaneworld.org

Humane World for Animals

Together, we tackle the root causes of animal cruelty and suffering to create permanent change. Stay up to date with our work to help animals and follow us on Facebook, Instagram, X, YouTube and subscribe to our blog.

From: Megan Nicholson
To: All Alders
Cc: Ariel Lefkovits; Christin Schubert; Lisa Kauffman
Subject: Madison-area support for a Humane Pet Store Ordinance
Date: Friday, November 21, 2025 4:37:13 PM
Attachments: 2025 Madison Letter in Support.docx

Some people who received this message don't often get email from mnicholson@humaneworld.org. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Madison Common Council:

Humane World for Animals, Bailing Out Benji, Best Friends Animal Society, along with eight Madison-area animal welfare organizations and five local pet-related businesses, are writing to express our strong support for a humane pet store ordinance in Madison, detailed in the attached letter. This ordinance will prohibit the sale of commercially raised puppies and kittens in pet stores, limit the flow of sick and inhumanely bred puppy mill dogs into the community, and protect our friends and neighbors from unknowingly supporting such a cruel industry.

Eight states and over 500 localities, including Whitewater, Appleton, Fort Atkinson, Beloit, Wauwatosa, Waukesha, La Crosse, Sun Prairie, Wausau, Delavan, the Village and City of Pewaukee, West Allis, and Marshfield have already similar ordinances for good reason:

- Puppy Mills: Public records show that the majority of pet shop puppies come from large-scale, inhumane commercial breeders and brokers with terrible animal welfare records. This is true for many pet stores in Wisconsin, including a notorious puppy retailer with stores in Janesville and Racine. Dogs in puppy mills are born into cruel and unsanitary conditions, taken from their mothers at just 7-8 weeks old, crammed into cages and trucked across the country near other stressed and sick puppies, where they are placed in pet shop cages like products.
- Consumer Protection: The puppy mill-to-pet shop pipeline produces puppies who are often sick, unsocialized, or have congenital defects, yet pet stores use misleading sales tactics to convince consumers they are buying the opposite. After paying thousands of dollars for a puppy, and sometimes financing the purchase with undisclosed interest rates as high as 188%, new owners often have steep veterinary costs and sometimes suffer the heartbreak of their new pet dying.
- Public Health: According to the American Medical Association and the CDC, pet shop puppies expose staff and customers to an antibiotic-resistant strain of *Campylobacter*—a result of pet shops' reckless overuse of antibiotics.

No pet shop needs to sell puppies. The massive retail pet industry - $152 billion and counting – is dominated by the sale of pet products and services. Furthermore, this ordinance will not prevent consumers from obtaining the dog of their choice through reputable sources like local shelters, rescues, and responsible breeders who treat their dogs like pets and only sell directly to the public.

We urge Madison to join the other 14 communities across Wisconsin and take a stand against the nightmarish puppy mill-to-pet shop pipeline by passing a humane pet shop ordinance.

Sincerely,

Megan Nicholson, Wisconsin State Director, Humane World for Animals
Christin Schubert, Wisconsin State Leader, Bailing Out Benji
Lisa Kauffman, Best Friends Animal Society

Megan Nicholson
Wisconsin State Director, State Affairs
C 608-400-5464
humaneworld.org

Humane World for Animals

Together, we tackle the root causes of animal cruelty and suffering to create permanent change. Stay up to date with our work to help animals and follow us on Facebook, Instagram, X, YouTube and subscribe to our blog.

City of Madison Common Council
210 Martin Luther King Jr. Blvd.
Room 505
Madison, WI 53703

Re: Support for a Madison Humane Pet Store Ordinance

President Vidaver and Madison Council Members:

The following organizations, businesses, and professionals would like to express support for passing a Humane Pet Shop ordinance, which will prohibit the sale of puppy mill puppies and kitten mill kittens in Madison pet shops. This ordinance will prevent pet stores in Madison from importing sick and unsocialized puppies for sale to unsuspecting consumers for thousands of dollars. It will also continue driving the pet market towards humane sources like shelters, rescues, and responsible breeders.

This list will be updated with additional endorsers as received. To see the live version, please click here: (Last updated November 21, 2025)

The following organizations, local businesses, and professionals support an ordinance prohibiting the sale of dogs and cats in Madison pet stores:

Madison-area Animal Welfare Organizations

Albert's Dog Lounge Rescue
Brown Paws Rescue
Dane County Humane Society
Fetch Wisconsin Rescue
Golden Retriever Rescue of Wisconsin (GRRoW)
Madison Cat Project
One Starfish Rehoming Connections
Underdog Pet Rescue

Madison-area Pet Businesses & Veterinary Professionals

Bad Dog Frida
DogMa
Earthwise Pet Supplies
Nutzy Mutz & Crazy Catz
Sauk Point Veterinary Clinic

National Animal Welfare Organizations

Humane World for Animals
Bailing Out Benji
Best Friends Animal Society

From: Christine Chen Orrell
To: All Alders
Subject: In support of a prohibition on retail sale of dogs and cats
Date: Sunday, November 23, 2025 10:49:34 AM

Some people who received this message don't often get email from christine.orrell@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I'm writing to ask for your support for a humane pet store ordinance in Madison. Our local shelters and rescues are under tremendous pressure, caring for animals who urgently need homes. By preventing puppy and kitten sales in retail stores, we can shift demand toward rescuing animals who are already here and in need. And if someone wants to purchase a puppy from a breeder, there are many in the area who would never sell through a pet store. This is an easy win for our pet-loving city!

Thank you,
Christine Orrell
Madison, WI

From: Lynn Marie Pauly
To: All Alders
Subject: Tomorrow"s vote
Date: Monday, November 24, 2025 10:48:21 AM

Some people who received this message don't often get email from lpauleau@gmail.com. Learn why this is important

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Hello Alder Martinez Rutherford,

As a Madison citizen and part of the tens of thousands of "dog people" here, I so strongly urge you to **support the Pet Store Ordinance tomorrow,** which will prohibit retail sales of dogs and cats. This is something that should have happened long ago. I consider Madison a city with compassionate, ethical, and responsible leaders. Passing this ordinance would show that Madison stands against the puppy mill pipeline.

We have so many shelters and rescues that are under a lot of pressure caring for animals who need homes. If we can prevent the dog and cat sales, we can shift the demand toward rescuing/adopting animals who are already here.

I don't think of our dogs as "things" to be bought, they are "friends" to be adopted or rescued.

Thank you for your consideration of my request.

Lynn Pauly
5133 Maher Avenue

Virus-free.www.avast.com

From: sue provenzano
To: All Alders
Subject: Please support the human pet store ordinance!!!
Date: Monday, November 24, 2025 8:19:23 AM

You don't often get email from suepro@sbcglobal.net. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

As a resident of Madison, I urge you to support the humane pet store ordinance that would prevent the retail sale of puppies in Madison. Many puppy-selling pet stores rely on deceptive lending schemes—high-interest financing plans that mislead families into taking on huge debts for puppies that are often sick or poorly bred. These practices harm consumers and have no place in our city.

Sincerely,

Sue Provenzano

From: Jennifer Reich
To: All Alders
Subject: Pet store ordinance
Date: Monday, November 24, 2025 12:42:48 PM

Some people who received this message don't often get email from jennreich1@yahoo.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,
Please support the ban on selling bred puppies in stores. One of the greatest things we can do to save dogs lives, especially in a time where people are short on money and relinquishing pets to the Humane Society, is to stop supporting puppy mill bred, dogs.

Some breeder dog mothers never leave their dirty small cages. We have hundreds of thousands of euthanized dogs (who were fit for being companions). This kind of vote has a big impact on helping dogs.

Thank you!
Jennifer Reich
33 Scranton ct, Madison

Sent from Yahoo Mail for iPhone

From: Theron Schultz
To: All Alders
Subject: Item 90423 - Creating Section 23.65 of the Madison General Ordinances to regulate the sale of pets in retail pet stores.
Date: Monday, November 24, 2025 8:09:07 AM

You don't often get email from theron.schultz@protonmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I live in the Birchwood Point South neighborhood on the far, far west side. I realize it is very late in the process and I am not sure if/how the amendment process works when an item reaches the full council, but I just learned about this proposal today.

I wholeheartedly agree with the proposal to ban selling cats and dogs through pet stores. I would like to see the list of animals expanded to other animals, including but not limited to guinea pigs.

I have had guinea pigs as pets for over ten years, so my concern is mostly focused on them, but the issues I describe also apply to other animals. They are not miniature starter pets they are often portrayed as. They have attitudes and individuality every bit as large as cats and dogs.

Guinea pigs and other small mammals sold in pet stores are often obtained from animal mills as abhorrent as the worst puppy mills. While these mills are purportedly regulated by the federal Animal Welfare Act, there is in fact little action taken against egregious offenders. Banning the sale of guinea pigs and other small mammals in pet stores is a small step we can easily take to discourage these mills.

Furthermore, pet stores often encourage or allow buying individual guinea pigs, when they are social animals that should not live alone. Cages sold by pet stores are, at best, the bare minimum size for one guinea pig. Supplies and treats often include ingredients that are deleterious for their health. In short, pet stores that sell guinea pigs do not set up the animals or their owners for success.

New York City, Boston, and Washington, DC are three large cities that ban the sale of guinea pigs in pet stores. I would like to see Madison added to the list.

This brief PDF has more information if you are interested: https://www.worldanimalprotection.us/siteassets/retail-pet-sale-ban-toolkit-pdfs/2025-banning-retail-sale-of-small-mammals.pdf

Even if it is too late to amend item 90423, I encourage you to pass it at the next meeting. Once passed, I further encourage you to expand it to include guinea pigs and other animals.

Thank you for your time and attention,

Theron Schultz

From: Micah Ruth Scott
To: All Alders
Cc: Govindarajan, MGR
Subject: Humane Pet Store Ordinance
Date: Saturday, November 22, 2025 11:28:03 PM

Some people who received this message don't often get email from mrscott5@wisc.edu. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders of Madison,
I am writing to urge people to support the Dane County Pet Store Ordinance in order to stop pet stores from buying dogs from puppy mills. These dogs are often bred and raised in harmful environments, so no longer supporting them financially would be a crucial step to stopping their existence altogether. Our community should not be financially supporting the abuse and overbreeding of dogs, especially when there are so many that already need a good home and who are euthanized every day. Puppy mills are not the answer and we need to take a stand for the sake of these dogs and their future families. It is time to end the suffering and the greed once and for all.
Thank you very much for your time.

Micah Scott
Madison, WI

From: noreply
To: All Alders
Subject: [All Alders] Pet advocacy.org email petition
Date: Tuesday, November 18, 2025 6:16:09 PM

Recipient: All Alders:

Tuesday, November 18, 2025 – 6:15pm

Shana Marie Sies
Prefix
869 Tower Hill Dr
Milton, Wisconsin. 53563 No, do not contact me. All Alders Pet advocacy.org email petition Accidentally emailed a petition against closing down pet stores. I'd like retract that email. I misread the information. I would like to see pet stores closed, that sell pets, puppies, and kittens/cats. There are over 5,000 animals in our area of Southeast, Wisconsin and Northern Illinois that are in need of being adopted let alone several thousands in other parts of our country. I fully back your decision to close pet stores that sell pets, nor adopt pets. Thank you, Shana Sies

From: abigail smith
To: All Alders
Subject: Please support retail sales ban of dogs and cats in pet stores
Date: Wednesday, November 19, 2025 8:39:32 PM

Some people who received this message don't often get email from abiflosmith@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

My name is Abigail Smith, I am a freshman at the University of Wisconsin and an animal lover. I'm writing to urge you to vote **in favor of Ordinance 90423**, introduced by Alder Tag Evers, which would prohibit the retail sale of cats and dogs in pet stores throughout Madison.

This ordinance is an important step toward protecting animals and consumers. Retail pet sales often fuel the puppy- and kitten-mill pipeline, where animals are bred in horrible conditions and sold to unsuspecting buyers for thousands of dollars. These dogs are often sick, poorly socialized, and in need of expensive vet care.

I have been an animal lover and rescuer my whole life. While I don't have a problem with people purchasing dogs from breeders, it is important to me and my generation that we do not allow the inhumane and appalling treatment of animals who are in the puppy mill pipeline.

By passing this measure, Madison would:

- **Prevent future puppy- and kitten-mill–sourced animals** from entering our community.
- **Promote humane alternatives** such as adoption through shelters and rescues or purchasing from reputable breeders.
- **Align with best practices** already adopted by more than 14 Wisconsin cities and hundreds of communities nationwide.

This ordinance does not impact legitimate rescue partnerships; pet stores can still collaborate with shelters and rescues to showcase adoptable animals, provided they have no financial interest in the animals.

The pet store industry may oppose this ordinance, but your leadership can ensure Madison stands for animal welfare and consumer protection. Please vote **YES** on Ordinance 90423.

Thank you for your commitment to a more humane community.

Sincerely,

Abigail Smith

University of Wisconsin, Class of 2029

From: A Lee
To: All Alders
Subject: Concerned Madisonian Resident - Important
Date: Thursday, November 20, 2025 11:15:54 PM

Some people who received this message don't often get email from birdlover4370@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alderpersons,

As a concerned citizen of the city of Madison, I urge you to consider the humane treatment and betterment of the animals who suffer daily in Wisconsin's puppy mills in your upcoming vote.

I have a personal connection to the issue: two summers ago, my adult sons were out camping when they stumbled upon a person dumping a mixed toy poodle off to the side of a desolate road, just north of Dane County, and less than a mile from two puppy mills. These puppy mills were very well-known to local authorities, as well as to animal welfare advocates who had raided one of them and had found numerous deceased animals that had died from the extreme summer heat.

My sons were able to coax this little white, starving dog into their car and bring him home. He was covered in fleas, missing large patches of hair, with incredibly inflamed skin, and looked terrified. We did everything we could to comfort him.

We named our new little boy Teddy, and I have done everything I can to get him back to good health. He, in turn, has given us love and joy. Unfortunately, my sons had also noticed another dog being dumped in the same area and at the same time as Teddy, but they were unable to capture it. The whereabouts of that little soul are unknown.

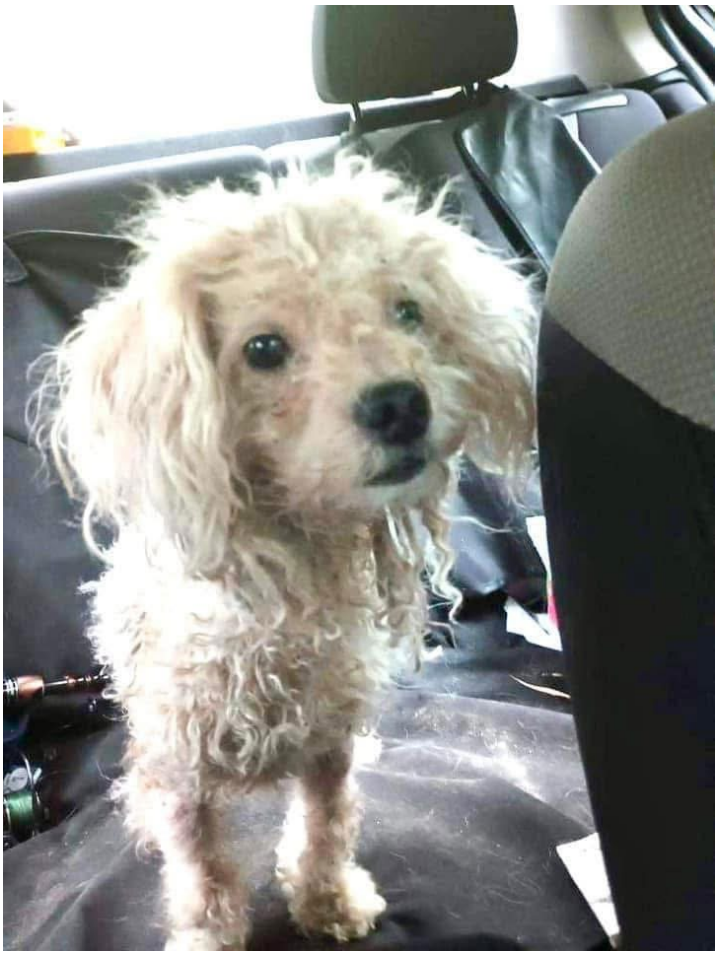
At Teddy's first vet appointment, we were told he was a "breeder dog". He also had no chip. I've since come to discover that the older "breeder dogs", once found to have a "defect": ie, an underbite, a bent foot, a wonky eye, etc., are usually either shot, drowned, or, as in Teddy's case, dumped.

As animal advocates and rescuers, we cannot keep up with those who operate these types of operations, and when things are done in secret, it's even more difficult. Please vote to keep these types of pet stores and shops from purchasing from puppy mills and backyard breeders.

Thank you for taking the time to read Teddy's story,
Amy Tomlin
(I have included some before and after rescue photos of Teddy, as well as a link to his YouTube rescue page)

https://youtu.be/IqA489ggoh4?si=53KqOsp87lH9y5cw

Teddy's Rescue



And Teddy Now

From: noreply
To: All Alders
Subject: [All Alders] 90423
Date: Wednesday, November 19, 2025 11:22:24 AM

Recipient: All Alders:

Wednesday, November 19, 2025 – 11:22am

Kathy Viets
6 Brookins Court
Madison, Wisconsin. 53716 No, do not contact me. All Alders 90423 It has become increasingly shocking the changes that have been voted on by our City's leadership. This ordinance to ban the sale of dogs and cats is shockingly coldhearted and unnecessary. Our once great city that had so much to offer is disappearing.

From: Rebecca Wileman
To: All Alders
Subject: In support of a prohibition of on retail sale of dogs and cats
Date: Saturday, November 22, 2025 1:26:21 PM

Some people who received this message don't often get email from rebeccawileman17@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I'm writing to ask for your support for a humane pet store ordinance in Madison. Our local shelters and rescues are under tremendous pressure, caring for animals who urgently need homes. By preventing puppy and kitten sales in retail stores, we can shift demand toward rescuing animals who are already here and in need. And if someone wants to purchase a puppy from a breeder, there are many in the area who would never sell through a pet store. This is an easy win for our pet-loving city!

Thank you,
Becca Wileman
District 10
Madison, WI

From: CharLynn Wood
To: All Alders
Subject: Vote to End the Sale of Puppy Mill Dogs and Kittens
Date: Friday, November 21, 2025 10:46:22 AM

Some people who received this message don't often get email from charlynn.wood@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

I am asking you to vote in favor of the proposed ban on retail cat and dog sales. With the abundance of responsible, humane sources, such as shelters, rescues, and reputable breeders, there is no need to support the often inhumane practices associated with retail pet sales.

This community deserves better than to allow a system that too often prioritizes profit over animal welfare. By supporting this ban, Madison can take a meaningful stand for compassion, responsible pet ownership, and ethical sourcing.

Thank you for considering this important action.

CharLynn Wood

6826 Harvest Hill Rd, Madison, WI 53717

From: Lucerne Rice
To: All Alders
Subject: Puppy mill ordinance
Date: Tuesday, November 25, 2025 4:10:31 PM

Some people who received this message don't often get email from lucerner1@gmail.com. Learn why this is important

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

I am a constituent of district 15 in Madison. I urge you to vote tonight to support the humane pet store ordinance. Madison is a city that prides itself on valuing compassion and responsible business practices.
The ordinance is intended to ensure that pets sold in Madison pet stores come from humane, transparent sources and not sourced from puppy mills where dogs are treated cruelly and the breeders motives are entirely to profit, with no concern for animal welfare. It does hurt any existing Madison stores.

Passing the humane pet shop ordinance highlights our values and puts Madison alongside many other leading cities that have taken preventative action to keep puppy-mill sourced animals out of their communities. It encourages adoption, supports reputable local breeders and guarantees that no future businesses profit from the cruelty of puppy mills and the suffering of dogs. It also places Madison--so often in the forefront of socially concerned legislation--in the broader national effort to crack down on the puppy mill pipeline.

Thanking you in advance for your caring and consideration, and for all of your dedicated work for Madison!

Sincerely,

Lucerne Rice
Madison, WI