

**LIVINGSTON COUNTY
CENSUS 2020 COMPLETE COUNT COMMITTEE
AGENDA**

April 28, 2020

1:00 p.m.

Zoom Virtual Meeting Room

Meeting ID: 399-700-0062 / Password: LCBOC

<https://zoom.us/j/3997000062?pwd=SUdLYVFFcmozWnFxbm0vcHRjWkVIZz09>

Pages

1. CALL TO ORDER

2. MOMENT OF SILENCE FOR REFLECTION

3. APPROVAL OF MINUTES

1

Minutes of Meeting Dated: April 21, 2020

4. APPROVAL OF AGENDA

5. CALL TO THE PUBLIC

6. REPORTS

6.1 Committee Extension

6.2 Response Rate Update

6.3 Facebook Ad

6.4 Postcard Distribution & Costs

6.5 Community Message Brainstorming

7. DISCUSSION

8. CALL TO THE PUBLIC

9. ADJOURNMENT

CENSUS 2020 COMPLETE COUNT COMMITTEE

MEETING MINUTES

April 21, 2020, 1:00 p.m.
Zoom Virtual Meeting Room
Meeting ID: 399-700-0062 / Password: LCBOC
<https://zoom.us/j/3997000062?pwd=SUdLYVFFcmozWnFxbm0vcHRjWkVIZz09>

Members Present: Douglas Helzerman, Kristi Cox, Matt Shane, Kathleen Kline-Hudson, Allison Nalepa, Mona Shand, Ann Robinson

Members Absent: Mike Hubert, Jim McGuire, Mary Helfman

Others Present: Nancy Sauvage, Holly Lamb, Ellen Lafferty, Danika Katnik, Meghan Palmer, Tim Schmitt, Natalie Hunt

1. CALL TO ORDER

Commissioner Helzerman called the meeting to order at 1:00 p.m.

Roll Call indicated the presence of a quorum.

2. MOMENT OF SILENCE FOR REFLECTION

3. PLEDGE OF ALLEGIANCE TO THE FLAG

4. APPROVAL OF MINUTES

Minutes of Meeting Dated: March 9, 2020

Motion to approve the minutes as presented.

Moved by: K. Cox

Seconded by: M. Shane

Yes: (7): D. Helzerman, K. Cox, M. Shane, K. Kline-Hudson, A. Nalepa, M. Shand, and A. Robinson

Absent: (3): M. Hubert, J. McGuire, and M. Helfman

Motion Carried (7 to 0)

5. APPROVAL OF AGENDA

Motion to approve the agenda as presented.

Moved by: M. Shane

Seconded by: A. Robinson

Yes: (7): D. Helzerman, K. Cox, M. Shane, K. Kline-Hudson, A. Nalepa, M. Shand, and A. Robinson

Absent: (3): M. Hubert, J. McGuire, and M. Helfman

Motion Carried (7 to 0)

6. CALL TO THE PUBLIC

None.

7. BRIEF REVIEW OF EFFORTS

- The two individuals hired through OLHSA were employed for two weeks. They were extremely successful in distributing materials during that short time.
- The Community Engagement Plan ended April 8th and on April 12th the ad campaign ended.
- The Committee was able to distribute 8,600 totes and 3,000 hygiene bags that were branded for the 2020 Census.

8. CURRENT GRANT & BUDGET EXPENDITURES

- \$30,534 of \$50,000 of the grant has been spent;
- \$19,466 of the grant funds are remaining.

9. UPDATED COUNTY RESPONSE RATE

- 68% of the County has responded
- The County ranks 1st in the State and 11th in the U.S.
- Areas of low response were downtown areas of Fowlerville, Howell, Brighton, and Pinckney.

10. REPORT

Call with Linda Clark, Census Bureau

- The timeline for the Census has been extended by about two weeks. Enumerators will be working until August 14th.
- June 30th is the deadline to utilize grant funds.

11. DISCUSSION

Holly Lamb, Howell Library, requested to use funds for 400 craft kits as an opportunity to spread the word at the Summer Lunch Bunch that the Libraries are sponsoring.

Members discussed ideas to continue efforts:

- Yard Signs
- LETS Bus Window Decals
- Allison will be sending Mona Shand resources to distribute at the schools.
- Matt Shane will continue distributing information to 4H groups.
- Friendly competition campaign between municipalities and Counties.

Committee consensus to continue running ads on WHMI (\$3,000 quote) and The Livingston Post (\$1,500 quote) for 3 weeks.

Other ideas that are more focused on low response areas were discussed:

- PO Box post card mailings
- News & Views Ad
- Reach people virtually: Next Door App, Tik Tok. Members were encouraged to share information on their personal social media accounts
- Robo calls and text messages.

Mona Shand stated that their office is running Tele-Town Hall Meetings and will be devoting a chunk of time to the Census.

Commissioner Helzerman announce that this committee's assignment expires on April 30th. Our next meeting will be our last meeting.

12. CALL TO THE PUBLIC

None.

13. ADJOURNMENT

Motion to adjourn the meeting at 2:17 p.m.

Moved by: M. Shane

Seconded by: A. Robinson

Yes: (7): D. Helzerman, K. Cox, M. Shane, K. Kline-Hudson, A. Nalepa, M. Shand, and A. Robinson

Absent: (3): M. Hubert, J. McGuire, and M. Helfman

Motion Carried (7 to 0)

Natalie Hunt, Recording Secretary