

# CENSUS 2020 COMPLETE COUNT COMMITTEE

## MEETING MINUTES

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>

Members Present: Douglas Helzerman, Allison Nalepa, Kristi Cox, Matt Shane, Mona Shand, Ann Robinson, Nancy Sauvage, Jim McGuire

Members Absent: Kathleen Kline-Hudson, Mary Helfman, Mike Hubert

### 1. CALL TO ORDER

Commissioner Helzerman called the meeting to order at 1:03 p.m. and announced that the Board of Commissioners extended this Committee's Authority.

### 2. MOMENT OF SILENCE FOR REFLECTION

### 3. APPROVAL OF MINUTES

Minutes of Meeting Dated: April 21, 2020

Motion to approve the minutes as presented.

**Moved by:** M. Shane

**Seconded by:** M. Shand

Yes: (8): D. Helzerman, A. Nalepa, K. Cox, M. Shane, M. Shand, A. Robinson, N. Sauvage, and J. McGuire

Absent: (3): K. Kline-Hudson, M. Helfman, and M. Hubert

**Motion Carried (8 to 0)**

### 4. APPROVAL OF AGENDA

Motion to approve the agenda as presented.

**Moved by:** K. Cox

**Seconded by:** M. Shane

Yes: (8): D. Helzerman, A. Nalepa, K. Cox, M. Shane, M. Shand, A. Robinson, N. Sauvage, and J. McGuire

Absent: (3): K. Kline-Hudson, M. Helfman, and M. Hubert

**Motion Carried (8 to 0)**

### 5. CALL TO THE PUBLIC

None.

### 6. REPORTS

#### 6.1 Committee Extension

Commissioner Helzerman noted that he reviewed this earlier in the meeting, see agenda item 1, and thanked participants and members for their contributions to the Committee.

## **6.2 Response Rate Update**

- Allison Nalepa shared that Livingston County is still #1 at 70.5% in the State and #11 in the nation. Macomb County is a close second in Michigan with a 70.3% response rate.
- Three areas of low response in Livingston County are the downtown areas of Brighton, Pinckney, and Hamburg.

## **6.3 Facebook Ad**

- Grant funds funded a targeted Facebook Ad Campaign for 2 weeks at the cost of \$300, \$125.85 has been spent to date. The ad has reached 15,000 people and will run for 8 more days. There is approximately \$18,000 of remaining grant funds.
- Questions regarding replicating campaign on Instagram and Twitter. Allison explained that the platforms function differently and she does not believe it would be as effective.
- Questions of copyrights of photos used for this campaign were answered.

## **6.4 Postcard Distribution & Costs**

- The postcards are a higher cost than the facebook ads, but believe they will be successful at reaching residents in these low response areas.
- Allison reviewed the postal routes that were used to provide a cost estimate. These routes would cover multi family housing units, communities, and PO Boxes in the low response areas.
- Allison reviewed the proof of the post card that she created and cost estimates with meeting participants. The total cost for all routes is approximately \$5,104.54. Consensus among meeting participants is to move forward with the Post Cards.

## **6.5 Community Message Brainstorming**

### Recap and Discussion

- Moving forward with Facebook ad and Post cards
- Ellen Lafferty brought up the idea of using Billboards. The Committee thought there may not be enough traffic for this to be effective. Mona Shand recommended revisiting this idea if traffic begins to pick up again, if a graphic is ready they can go up in 1-2 days.
- Reviewed estimated remaining funds: approximately \$7,000 will be remaining after the ad campaigns are extended and the post cards are mailed.
- Committee Consensus was to leave funds for any possible additional costs.
- Allison will obtain a revised estimate for the WHMI ad for extending the duration and running it more infrequently.

## **7. DISCUSSION**

See Item #6.5.

**8. CALL TO THE PUBLIC**

Ellen Lafferty shared that the local League of Women Voters shared our ideas with Washtenaw County and they were very impressed and complimented this Committee on all of their ideas and efforts.

Commissioner Helzerman commended Allison Nalepa and Cindy Catanach, they found the grant funds that has made of the Committee's efforts possible.

**9. ADJOURNMENT**

The next meeting is scheduled for May 19, 2020 at 1 p.m. and will be a virtual meeting.

Motion to adjourn the meeting at 2:07 p.m.

**Moved by:** M. Shane

**Seconded by:** A. Robinson

Yes: (8): D. Helzerman, A. Nalepa, K. Cox, M. Shane, M. Shand, A. Robinson, N. Sauvage, and J. McGuire

Absent: (3): K. Kline-Hudson, M. Helfman, and M. Hubert

**Motion Carried (8 to 0)**

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Natalie Hunt, Recording Secretary