

CENSUS 2020 COMPLETE COUNT COMMITTEE

MEETING MINUTES

May 19, 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, Matt Shane, Ann Robinson, Nancy Sauvage, Mary Helfman

Members Absent: Kristi Cox, Kathleen Kline-Hudson, Mike Hubert, Mona Shand, Jim McGuire

1. CALL TO ORDER

Commissioner Helzerman called the meeting to order at 1:02 p.m.

2. MOMENT OF SILENCE FOR REFLECTION

3. PLEDGE OF ALLEGIANCE TO THE FLAG

4. APPROVAL OF MINUTES

Minutes of Meeting Dated: April 28, 2020

Motion to approve the minutes as presented.

Moved by: M. Shand

Seconded by: A. Robinson

Yes: (6): D. Helzerman, A. Nalepa, M. Shane, A. Robinson, N. Sauvage, and M. Helfman

Absent: (5): K. Cox, K. Kline-Hudson, M. Hubert, M. Shand, and J. McGuire

Motion Carried (6-0-5)

5. APPROVAL OF AGENDA

Motion to approve the agenda as presented.

Moved by: A. Robinson

Seconded by: N. Sauvage

Yes: (6): D. Helzerman, A. Nalepa, M. Shane, A. Robinson, N. Sauvage, and M. Helfman

Absent: (5): K. Cox, K. Kline-Hudson, M. Hubert, M. Shand, and J. McGuire

Motion Carried (6-0-5)

6. CALL TO THE PUBLIC

None.

7. REPORTS

7.1 Response Rate Update

Allison Nalepa reported that our response rate is at 78.2% as of May 5, 2020, higher than the 2010 rate. The County is ranked #1 in Michigan and #12 in the US.

7.2 Facebook Ad Progress

Allison reviewed the two Facebook ads that have been published:

1. "Always Sunny in Philadelphia" ad ran for 2 weeks for \$300 and reached 26,000 people, and 141 clicked the link.
2. "Listen Linda" ad will run for 5 more days, for a total of 2 weeks for \$300. This ad has reached 21,000 people, and 203 clicked the link.
3. "Home Alone" ad will also run for 2 weeks for \$300 after the "Home Alone."

7.3 Postcard Update

Allison reviewed the Postcard to be mailed; 9,674 total postcards will be mailed for approximately \$5,500

7.4 June-July Community Messages

Allison reviewed the budget, about \$13,000 remain. Reviewed options to continue spreading the message.

8. DISCUSSION

- Potential advertising when workers start visiting homes.
- Reviewed graphics being shared and participants offered suggestions.
- WHMI and Livingston Post options
- Potential of yard signs when businesses begin to reopen

9. CALL TO THE PUBLIC

Matt Shane commented on signs that would stand out to advertise the Census.

10. ADJOURNMENT

Motion to adjourn the meeting at 1:55 p.m.

Moved by: M. Shane

Seconded by: A. Robinson

Yes: (6): D. Helzerman, A. Nalepa, M. Shane, A. Robinson, N. Sauvage, and M. Helfman

Absent: (5): K. Cox, K. Kline-Hudson, M. Hubert, M. Shand, and J. McGuire

Motion Carried (6-0-5)



Natalie Hunt, Recording Secretary