

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

July 7, 2020

1:00 p.m.

Zoom Virtual Meeting Room

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

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

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1. **CALL TO ORDER**
2. **MOMENT OF SILENCE FOR REFLECTION**
3. **PLEDGE OF ALLEGIANCE TO THE FLAG**
4. **APPROVAL OF MINUTES**

Meeting Minutes Dated: June 9, 2020
5. **APPROVAL OF AGENDA**
6. **CALL TO THE PUBLIC**
7. **REPORTS**
 - 7.1 **Response Rate**
 - 7.2 **Yard Signs**
 - 7.3 **Advertisements**
8. **DISCUSSION**
 - 8.1 **Schedule Next Meeting**
9. **CALL TO THE PUBLIC**
10. **ADJOURNMENT**

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CENSUS 2020 COMPLETE COUNT COMMITTEE

MEETING MINUTES

June 9, 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, Mary Helfman, Matt Shane, Kathleen Kline-Hudson, Mona Shand, Ann Robinson

Members Absent: Mike Hubert, Jim McGuire, Nancy Sauvage, Kristi Cox

1. CALL TO ORDER

Commissioner Helzerman called the meeting to order at 1:03 p.m.

2. MOMENT OF SILENCE FOR REFLECTION

3. PLEDGE OF ALLEGIANCE TO THE FLAG

4. APPROVAL OF MINUTES

Minutes of Meeting Dated: May 19, 2020

Moved by: M. Shane

Seconded by: A. Robinson

Motion to approve the minutes as presented.

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

Absent: (4): M. Hubert, J. McGuire, N. Sauvage, and K. Cox

Motion Carried (7 to 0)

5. APPROVAL OF AGENDA

Motion to approve the agenda as presented.

Moved by: M. Shane

Seconded by: K. Kline-Hudson

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

Absent: (4): M. Hubert, J. McGuire, N. Sauvage, and K. Cox

Motion Carried (7 to 0)

6. CALL TO THE PUBLIC

None.

7. REPORTS

7.1 Response Rate Update

Livingston County's rate has increased from 75.3% in 2010 to currently 79.2%. The County is remains ranked #1 in the State. Some of the low response areas have passed the 2010 response rate as well.

Allison reviewed the budget:

- Committee has spent approximately \$30,000 of the \$50,000 grant funds.
- Grant closes on July 31, 2020, an extension is possible. Allison is currently waiting for a response.

7.2 Facebook and Postcard Update

Postcards have been mailed, they are starting to be received in PO Boxes

Facebook ads were reviewed:

- Home Alone ad reached 28,000 people with 199 clicks to complete the Census

Allison recommended a break from publishing ads through Facebook.

7.3 June-July Community Message

Allison reviewed the Community Messages that are being posted on the County's social media accounts.

7.4 Yard Signs

- Previewed yard sign graphics
 - 5 different signs will be printed
 - Turnaround time is approximately 1 week from the date the order is placed.
 - Members discussed yard signs and offered suggestions
 - Allison will reach out to members once signs have been delivered.

7.5 WHMI & The Livingston Post

Quotes for 3 weeks on WHMI and the Livingston Post total approximately \$3,000. These ads can mimic the yard signs or share other information.

8. DISCUSSION

- Members discussed ideas for ads to be ran by WHMI and The Livingston Post through June and July.
- The next meeting was scheduled for Tuesday, July 7, 2020 at 1:00 p.m.

9. CALL TO THE PUBLIC

None.

10. ADJOURNMENT

Motion to adjourn the meeting at 1:50 p.m.

Moved by: M. Shand

Seconded by: M. Shane

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

Absent: (4): M. Hubert, J. McGuire, N. Sauvage, and K. Cox

Motion Carried (7 to 0)