

# 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)**



Natalie Hunt, Recording Secretary