

CENSUS 2020 COMPLETE COUNT COMMITTEE

MEETING MINUTES

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>

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

Members Absent: Mike Hubert, Nancy Sauvage

1. CALL TO ORDER

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

2. MOMENT OF SILENCE FOR REFLECTION

3. APPROVAL OF MINUTES

Minutes of Meeting Dated: June 9, 2020

Motion to approve the minutes as presented.

Moved by: Kristi Cox

Seconded by: Matt Shne

Yes: (9): D. Helzerman, A. Nalepa, K. Cox, M. Shane, M. Shand, A. Robinson, Kathleen Kline-Hudson, Mary Helfman, and J. McGuire

Absent: (2): N. Sauvage and M. Hubert

Motion Carried (9 to 0)

4. APPROVAL OF AGENDA

Motion to approve the agenda as presented.

Moved by: Matt Shane

Seconded by: Kathleen Kline-Hudson

Yes: (9): D. Helzerman, A. Nalepa, K. Cox, M. Shane, M. Shand, A. Robinson, Kathleen Kline-Hudson, Mary Helfman, and J. McGuire

Absent: (2): N. Sauvage and M. Hubert

Motion Carried (9 to 0)

5. CALL TO THE PUBLIC

None.

6. REPORTS

6.1 Response Rate Update

- Allison Nalepa shared that Livingston County is still #1 at 79.7% in the State and #12 in the nation. Macomb County is a close second in Michigan with a 78.7% response rate.

- Most Census tracts in the County have met or exceeded their 2010 response rate. Downtown Brighton hasn't met their 2010 rate yet, and is the lowest response area in the community.

6.2 Grant Funds

- The Committee has \$6,531.64 left to spend from the original \$50,000 grant funding.
- The current deadline to have the grant funding spent is August 31st, but the Michigan Municipal League is considering extending the deadline due to the Census' operational timeline being extended.

6.3 WHMI and The Livingston Post Advertising

- The advertisements with WHMI and The Livingston Post have been running for a week and will continue for 1 more week, wrapping up on July 11th.

6.4 Yard Signs

- Yard signs have been put up around the County. Kathleen Kline-Hudson and her staff dropped off signs at local municipalities.
- There are approximately 30 signs left to be distributed. Allison suggested focusing on placing signs in downtown Brighton, due to their lower response.

7. DISCUSSION

- Mona Shand, Doug Helzerman, and Mary Helfman volunteered to pick up signs for local distribution.
- Allison mentioned that there are a good number of Census postcards left over. Megan Palmer suggested giving them to local carry-out food restaurants in downtown Brighton.
- Kristi Cox proposed that the yard signs be placed at local polling locations for the August 4th election. Allison will send an email to local municipality Clerks for their approval.
- Mona Shand recommended that the Committee place an ad in The Marketeer for the Census. The magazine is delivered to many local Livingston County homes. Allison will contact The Marketeer and draft an ad.
- Doug Helzerman spoke about advertising options at the Fowlerville Fair or events still taking place. Matt Shane will send him the contact information of the individual in charge of the event.
- Kathleen Kline-Hudson said that she had gotten positive feedback from local municipalities concerning a friendly competition. Allison will work with Kathleen to develop competition ideas.

8. CALL TO THE PUBLIC

None

9. ADJOURNMENT

The next meeting is scheduled for August 11, 2020 at 1 p.m. and will be a virtual meeting.

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

Moved by: Matt Shane

Seconded by: Ann Robinson

Yes: (9): D. Helzerman, A. Nalepa, K. Cox, M. Shane, M. Shand, A. Robinson, Kathleen Kline-Hudson, Mary Helfman, and J. McGuire

Absent: (2): N. Sauvage and M. Hubert

Motion Carried (9 to 0)

Allison Nalepa, Recording Secretary