

CENSUS 2020 COMPLETE COUNT COMMITTEE

MEETING MINUTES

August 11, 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, Ann Robinson, Kristi Cox, Kathleen Kline-Hudson, Mary Helfman, Matt Shane, Mona Shand

Members Absent: Jim McGuire, 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. PLEDGE OF ALLEGIANCE TO THE FLAG

4. APPROVAL OF MINUTES

Minutes of Meeting Dated: July 7, 2020

Motion to approve the minutes as presented.

Moved by: K. Cox

Seconded by: A. Robinson

Yes: (8): D. Helzerman, A. Nalepa, A. Robinson, K. Cox, K. Kline-Hudson, M. Helfman, M. Shane, and M. Shand

Absent: (3): J. McGuire, M. Hubert, and N. Sauvage

Motion Carried (8 to 0)

5. APPROVAL OF AGENDA

Motion to approve the agenda as presented.

Moved by: M. Shane

Seconded by: K. Cox

Yes: (8): D. Helzerman, A. Nalepa, A. Robinson, K. Cox, K. Kline-Hudson, M. Helfman, M. Shane, and M. Shand

Absent: (3): J. McGuire, M. Hubert, and N. Sauvage

Motion Carried (8 to 0)

6. CALL TO THE PUBLIC

Linda Clark, US Census Bureau, announced her attendance, her attendee information is showing her phone number.

7. REPORTS

7.1 Response Rate Update

Allison Nalepa report that Livingston County has exceeded the goal for the 80% response rate, currently at 80.5%. Livingston County has the highest response rate in the State of Michigan and 13th in U.S. Downtown Brighton remains a target area with the lowest response rate in the County.

7.2 Advertising Updates

- Allison thanked Kathleen Kline-Hudson for assistance with getting signs to local polling places in time for the Primary Election.
- An ad on page 25 of *The Marketeer*, August 2020, *Livingston Edition*, was purchased. This is delivered to 48,000 homes and Brighton residents all receive a copy.
- Reviewed the ad that is currently circulating on Facebook through August 19th; the ad has reached 17,000 people.

7.3 Census Operational Timeline Change

- Allison reported that MML has extended the Census Timeline through September 30th. The Committee has until this date to expend the remaining \$5,711
- Suggested the Committee brainstorm how to use the funds before the end date

8. ACTION ITEMS

None.

9. DISCUSSION

9.1 Ideas to Utilize Grant Funds

- Ellen Lafferty, Howell Library, suggested moving signs near schools as they begin to reopen.
- A question was brought up to a member if the signs are still valid as Census dates have changed, suggested emailing local townships that the signs are still valid and not to discard them.
- Bountiful Harvest would be a possible resource to distribute left over post cards with their bags/baskets.
- Purchase an ad in *The Marketeer* for September.
- Commissioner Helzerman asked for input from Linda Clarke on other successful promotions:
 - Linda Clark offered that Food Trucks parked outside apartment complexes and other housing communities at common meal times have had a good amount of traffic in the lower response areas.
 - Also recommended sending representatives with equipment to assist people in completing the Census. A large majority of the responses that have not been received are because of a question that the individual might not know how to answer.
- Mona recommended a table at local Farmer's Market.
- Post cards could also be distributed at local events.
- Kathleen and Allison will work on getting a table at the Farmer's Market.

- Mona suggest offering a small reward, Lollipops from Oh My Lolli.

10. CALL TO THE PUBLIC

Commissioner Helzerman thanked Committee members and other participants for their dedication to this effort.

Linda Clark, US Census Bureau, announced that she is available through September if the Committee needs any assistance.

Allison Nalepa announced that a resolution to extend this Committee through September 30, 2020 will be prepared and submitted to the Board of Commissioners for consideration.

11. ADJOURNMENT

Motion to adjourn the meeting at 2:05 p.m.

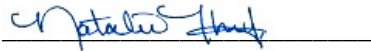
Moved by: M. Shane

Seconded by: A. Robinson

Yes: (8): D. Helzerman, A. Nalepa, A. Robinson, K. Cox, K. Kline-Hudson, M. Helfman, M. Shane, and M. Shand

Absent: (3): J. McGuire, M. Hubert, and N. Sauvage

Motion Carried (8 to 0)



Natalie Hunt, Recording Secretary