

# CENSUS 2020 COMPLETE COUNT COMMITTEE

## MEETING MINUTES

September 1, 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, Kristi Cox, Matt Shane, Kathleen Kline-Hudson, Allison Nalepa, Mona Shand, Ann Robinson, Jim McGuire, Mary Helfman

Members Absent: Mike Hubert, Nancy Sauvage

### 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: August 11, 2020

Motion to approve the minutes as presented.

**Moved by:** K. Kline-Hudson

**Seconded by:** A. Robinson

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

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

**Motion Carried (7 to 0)**

### 5. APPROVAL OF AGENDA

Mary Helfman entered at 1:08 p.m.

Motion to approve the agenda as presented.

**Moved by:** M. Shane

**Seconded by:** M. Shand

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

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

**Motion Carried (7 to 0)**

### 6. CALL TO THE PUBLIC

None.

## 7. REPORTS

### 7.1 Committee Extension

- Allison shared with members of the Committee that the Board has extended their terms through September 30, 2020.

### 7.2 Response Rate

- Reported at 81.8%
- Brighton Township is very close to their 2010 response rate.

### 7.3 Grant Funds

- Allison reported there are \$4,211.64 in funds left to spend before September 30th.

### 7.4 Advertising

- Allison reported the September Edition of *The Marketeer* was delivered to 40,000 addresses. Nancy Sauvage also helped with this ad.

Kristi Cox entered at 1:11 p.m.

- Members discussed possible advertising methods to utilize the funding in this last phase of the Census.
  - Electronic Ads send by schools as kids are starting remotely.
  - Another message for enumerator safe to notify that the Census workers will be visiting homes that have not yet responded
- Reviewed current Facebook ad: has reached 19,000 people.

### 7.5 Farmers' Markets

- Allison reported that she has not been successful in reaching the Farmer's Markets to request a booth. Members discussed speaking directly with business owners near the Farmer's Markets to request use of their property to set up a table for assisting those that have not yet completed the Census.
- Discussed offering coupons or vouchers to anyone that completes the Census at these events.
- Potential dates for setting up at these events would be September 12th, 19th, and 26th
- Members discussed which businesses they would reach out to.
- Allison will send final information to members.

Mona Shand exited at 1:42 pm.

## 8. ACTION ITEMS

None.

## 9. CALL TO THE PUBLIC

Commissioner Helzerman thanked all who have participated in this Committee for their efforts and great success.

**10. DISCUSSION**

Handy Township is preparing paperwork to request a refund to the township for expenses related to promoting the 2020 Census.

**10.1 Schedule Next Meeting**

The next meeting is scheduled for September 22, 2020 at 1:00 p.m. Zoom Meeting ID #399-700-0062, password: LCBOC.

**11. ADJOURNMENT**

Motion to adjourn the meeting at 1:46 p.m.

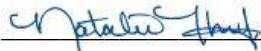
**Moved by:** K. Cox

**Seconded by:** M. Shane

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

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

**Motion Carried (8 to 0)**



Natalie Hunt, Recording Secretary