

**2010 Census Complete Count Committee**  
**January 12, 2010**

**COMMITTEE MEMBERS PRESENT**

Dr. Tom Martin, Chairman  
Roy Frady  
Mary Alice Garza  
Madan Goyal  
Dr. Myrtle Hightower  
Graciela Katzer  
Dr. Jian Li  
Dr. May Li  
Cara Mendelsohn, Vice Chair  
Jim McGuire  
Khadra Simmons  
Karen Wells

**COMMITTEE MEMBERS ABSENT**

Sylvia Garcia  
Marcus Ludwig  
Tony Mauro  
TJ Johnson  
Daniel Long  
Jun Melvin  
Dollie Thomas

**STAFF PRESENT**

Steve Sims, Sr. Planner  
Wendy Jorgensen, Sr. Public Information Coordinator  
Grisenia Matos, Community Services Supervisor  
Monique Coleman, Neighborhood Planner

**CENSUS BUREAU STAFF PRESENT**

Christie Hernandez, Government Partnership Specialist  
Frances Fass, Asian Partnership Specialist  
Jerry Brady, Partnership Assistant  
Mary Hall, Partnership Assistant

The 2010 Census Complete Count Committee meeting was called to order by Chairman Dr. Tom Martin at 6:15 p.m.

Vice Chair Cara Mendelsohn made a motion to approve the minutes of the November 10, 2010, and December 10, 2010 meetings as submitted. Committee Member Dr. Myrtle Hightower seconded the motion, which passed 11-0.

### **AGENDA ITEM NO. 3 - COMMENTS OF PUBLIC INTEREST**

There were no comments

Committee Member Madan Goyal arrived at 6:30 p.m.

### **AGENDA ITEM NO. 4 - DISCUSSION & DIRECTION UPDATE ON TECHNICAL ACTIVITIES**

Mr. Steve Sims, Sr. Planner, provided an update on technical activities the city has been working on to prepare for 2010 Census. The city participated in the LUCA (Local Updated of City Addresses) Program, New Construction Program, and the Boundary Annexation Survey.

Mr. Sims stated the city developed a city address roster containing 104,000 records and submitted the information to the Census Bureau for review in November 2008. The City of Plano received feedback in November 2009 that 5,200 addresses were not accepted or rejected. Staff review of the list reduced the number to 1,300 records. The city has asked the Census Bureau to reconsider these addresses and there has been no word on census action at this time.

The city provided the Census Bureau a list of new homes under construction during 2008 and 2009. The Census Bureau has reviewed the list and accepted the information. The city reviewed maps showing Plano streets and the boundary of the corporate limits of which the city made minor corrections to the map; and submitted the information to the Census Bureau on December 31, 2009. The city corrections were accepted by the Census Bureau.

### **AGENDA ITEM NO. 5 - DISCUSSION & DIRECTION FUTURE PROMOTIONAL ACTIVITIES**

Wendy Jorgensen, Sr. Public Information Coordinator, Grisenia Matos, Community Services Supervisor; and Mr. Sims provided updates on upcoming promotional activities. Ms. Jorgensen stated the utility bill inserts will be included on the back page of the water utility billing statements for February. Ms. Jorgensen has written a proclamation which City Council will consider at the February 8, 2010, meeting. The proclamation declares February 2010 as 2010 Census Month. There will be a display case in the Council Chambers hallway which will be available from mid-February through March. Ms. Jorgensen asked committee members if they would create a display for the 2010 Census. She will work with the Plano Television Network to create a Public Service Announcement promoting the 2010 Census to Plano residents.

Mr. Sims reminded everyone of the Martin Luther King Health Fair Day at the Douglass Community Center Gymnasium on Saturday, January 16. Staff sent out inquiries to community organizations and businesses to see if the Speakers Bureau could attend a meeting and promote the 2010 Census. The Plano Kiwanis Club, Greater Plano Kiwanis Club, and League of Women Voters have responded with invitations. The Live Green Plano Expo on Saturday, April 17 will be the last major promotional event for the committee.

Ms. Matos has sent out letters to 200 businesses in Plano. Most seem receptive and have requested the city send a flyer they can distribute to their employees. Two of the members of the Business Subcommittee are affiliated with the Plano Homeowners Council and will send a flyer to each of the Plano Homeowners Associations in the city regarding the 2010 Census.

#### **AGENDA ITEM NO. 6 - ITEMS FOR FUTURE AGENDAS AND DETERMINATION OF FUTURE MEETING DATES**

Mr. Sims stated the next 2010 Census Complete Count Committee meeting will take place on Tuesday, February 9, 2010, at 6:00 p.m. in the Building Inspections Training Room. There will be a brief formal meeting of the Committee to approve the minutes from the January 12, 2010, Census Complete Count Committee meeting and review of speaking opportunities for the Speakers Bureau. Then, the Committee will break into subcommittee meetings followed by the executive committee meeting.

There being no further discussion, Chairman Dr. Martin adjourned the meeting at 6:50 p.m.

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Chairman Dr. Tom Martin

xc: Honorable Mayor and City Council  
Thomas H. Muehlenbeck, City Manager