

**2010 Census Complete Count Committee
February 9, 2010**

COMMITTEE MEMBERS PRESENT

Dr. Tom Martin, Chairman
Roy Frady
Sylvia Garcia
Madan Goyal
TJ Johnson
Dr. Myrtle Hightower
Graciela Katzer
Dr. Jian Li
Dr. May Li
Marcus Ludwig
Tony Mauro
Jun Melvin
Cara Mendelsohn, Vice Chair
Jim McGuire
Dawnetta Miller
Khadra Simmons

COMMITTEE MEMBERS ABSENT

Mary Alice Garza
Daniel Long
Dollie Thomas
Karen Wells

STAFF PRESENT

Steve Sims, Sr. Planner
Wendy Jorgensen, Sr. Public Information Coordinator
Monique Coleman, Neighborhood Planner
Evan Reitzell, Plano Television Network

CENSUS BUREAU STAFF PRESENT

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 6:05 p.m.

Committee Member Madan Goyal made a motion to approve the minutes of the January 12, 2010 meeting as submitted. Committee Member Graciela Katzer seconded the motion, which passed 16-0.

AGENDA ITEM NO. 3 - COMMENTS OF PUBLIC INTEREST

There were no comments

AGENDA ITEM NO. 4 - DISCUSSION & DIRECTION FUTURE PROMOTIONAL ACTIVITIES

Wendy Jorgensen, Sr. Public Information Coordinator and Steve Sims, Sr. Planner, provided updates on upcoming promotional activities. Ms. Jorgensen stated the 2010 Census promotional flyers were printed on the back page of the water utility billing statements for February. A good showing of committee members and staff were present for the reading of the 2010 Census Month proclamation by Mayor Dyer at the February 8, 2010, City Council Meeting. Ms. Jorgensen has made arrangements for Plano Television Network (PTN) to begin work on the public service announcement. Evan Retizell of PTN interviewed several committee members for the announcement after the conclusion of the February 9, 2010, regular meeting. Committee member Cara Mendelsohn will work with Ms. Jorgensen to develop the 2010 Census display in the display case in the City Council Chambers hallway.

Mr. Sims spoke about two upcoming events where the committee can promote participation in the 2010 Census. The first event will take place the weekend of February 13 and 14. The Chinese New Year celebration is underway and many people will be shopping at the Asia World Market to purchase goods for the event. The committee will be provided a table and chairs to promote the 2010 Census to customers, and volunteers have been scheduled. The next major event will be the Live Green Plano Expo on Saturday, April 17. Mr. Sims is in the process of filing an application for exhibition of the 2010 Census. The event will be long (9:00 a.m. to 7:00 p.m.) and will require many volunteers.

Mr. Sims reminded the committee of upcoming Speakers Bureau events as follows:

- February 10 - Plano Metro Rotary Club
- February 11 - Plano Community Forum
- February 24 - Plano Kiwanis Club
- February 26 - League of Women Voters - Plano Senior Center
- March 5 - Collin County Gay and Lesbian Alliance
- March 9 - Greater Plano Kiwanis Club
- March 10 - Collin County Genealogical Society
- March 18 - Daughters of the American Revolution

Committee members have already spoken with the Plano ISD PTA Council, Plano Chamber of Commerce, and the Plano Masonic Lodge.

Ms. Monique Coleman stated the U.S. Census Bureau approved the request of the grant from the Institutional Subcommittee for \$2,999. This grant was used to purchase promotional items such as hand sanitizers and grocery tote bags for public distribution at promotional events. Ms. Coleman brought the items to the meeting along with posters she received from the Census Bureau and distributed them after the regular meeting to committee members to circulate in the community.

AGENDA ITEM NO. 5 - 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, March 2, 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 and discuss participation in remaining promotional activities. The Subcommittees and the Executive Committee will meet at the conclusion of the regular meeting to summarize activities and begin the process of developing a final report for City Council in June.

There being no further discussion, Chairman Dr. Martin adjourned the regular meeting at 6:50 p.m., and the committee members convened into the Subcommittee and Executive Committee meetings.

BUSINESS SUBCOMMITTEE

Committee Member Tony Mauro asked if it would be possible to contact Collin Creek Mall and the Shops at Willow Bend to see if they would allow posters promoting the 2010 Census. He also inquired about posters at the DART light rail stations and retail businesses. Mr. Sims stated Grisenia Matos, Community Services Supervisor, had a volunteer help her compose and distribute letters to 92 businesses within Plano. A total of 56 businesses responded (60.9%) and asked the city to send promotional items electronically so they could distribute the information to employees. Mr. Sims spoke with Committee Member Marcus Ludwig about contacting other major retailers in Plano. Mr. Ludwig is employed with Wal-Mart and the company will promote the 2010 Census in their stores. He will see if Target, Home Depot, and Lowe's have similar plans. If not, Mr. Ludwig will ask the businesses if they would allow the committee to pin up posters for the 2010 Census.

COMMUNITY/NETWORKING SUBCOMMITTEE

Committee Member Roy Frady stated the Community/Networking Subcommittee has been busy with Speakers Bureau opportunities and community events to promote the 2010 Census.

INSTITUTIONAL SUBCOMMITTEE

Vice Chair Cara Mendelsohn provided a summary of the grant approval from the U.S. Census Bureau regarding the purchase of promotional items. The promotional items, along with posters and flyers will be distributed to schools, hospitals, libraries, and recreation centers in Plano.

Chairman Dr. Tom Martin adjourned the Executive Committee meeting at 7:30 p.m.

Chairman Dr. Tom Martin

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