

**2010 Census Complete Count Committee
September 8, 2009**

COMMITTEE MEMBERS PRESENT

Dr. Tom Martin, Chair
Roy Frady
Madan Goyal
Mary Alice Garza
Daniel Long
Marcus Ludwig
Jim McGuire
Jun Melvin
Cara Mendelsohn

COMMITTEE MEMBERS ABSENT

Dr. Myrtle Hightower
TJ Johnson
Jian Li
May Li
Tony Mauro
Grace Singleteary
Khadra Simmons
Dollie Thomas

STAFF PRESENT

Monique Coleman, Planner
Wendy Jorgensen, Sr. Public Information Officer

CENSUS BUREAU STAFF PRESENT

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

Due to lack of quorum, Chair Tom Martin called the meeting at 6:20 p.m. The committee convened into the Business, Community Networking, Institutional and Media subcommittee meetings at 6:25 p.m. Committee Member Graciela Katzer arrived at 6:40 p.m. Chair Tom Martin called the Executive Meeting to order at 7:15 p.m. The Executive Committee Meeting Report follows.

BUSINESS SUBCOMMITTEE

Griseria Matos, Community Services Supervisor, reported on outreach efforts:

- Trying to establish a partnership with the Apartment Association for Greater Dallas and distribute information in their newsletter. **Forwarding info to Census Bureau contact.**
- Use the *Businesses Grow on Census Data* content from the utility bill insert developed by the Media subcommittee as primary handout material.
- Contact the Plano Chamber of Commerce for a speaking opportunity. Will the Chamber be willing to allow the subcommittee to speak at a monthly meeting (around January 2010)? Requesting to submit an article in the Chamber newsletter.
- Send letters to major employers (Public Relations person or Chief Executive Officer).
- Meeting with the League of Women Voters to set up speaking opportunity.
- E-newsletter blast to League of Women Voters.

COMMUNITY NETWORKING SUBCOMMITTEE

Roy Frady, the Community Networking Subcommittee Chair, provided a summary of the subcommittee's meeting:

- Completed demographic analysis to identify target audiences. Will share information with other subcommittees.
- Continued festival planning as a main outreach effort. Madan Goyal volunteered to fill the 8 a.m. to 12 p.m. Sunday slot for Plano Balloon Festival booth coverage. The Fiesta Latinoamerica has been cancelled. The Plano African American Museum Fun Run is slated for November 21, 2009, which is not on the current schedule. May want to consider adding the event to the list. Christmas Parade date and location have moved to Saturday, December 12, and will use the Independence Parkway parade route. Need to decide how we will participate and possible giveaways.
- Monitoring news coverage, including national news on a potential effort to boycott the Census.
- "Plano Profile" has agreed to run an article on the Census. Steve Sims, Sr. Planner, needs to contact Mike Newman for article content. Focus should be impact on redistricting, property values and tax impact. Maybe can connect with Business Subcommittee for the article as well. Main selling tip for affluent members of Plano will be to highlight "smaller tax increase"
- Identified organizations for Speakers Bureau. Mr. Sims has info for a list.

INSTITUTIONAL SUBCOMMITTEE

Ms Cara Mendelsohn, Chair of the Institutional Subcommittee, provided a meeting summary:

The Institutional Subcommittee focused on the opportunity to participate in the U.S. Census 2010 Partnership Support Program (federal grant program).

The subcommittee discussed the following possibilities as promotional items:

- Hand sanitizer
- Deck of cards
- Pacifiers/Diapers
- Socks, hats, visors
- Stress balls
- Jar opener
- Reusable shopping bag
- T-shirts
- 1st Aid Kits
- Tissue packages

The subcommittee established the following to-do list:

- Use Utility Bill insert as a framework and draft our subcommittee newsletter
- Complete application
- Get a list of underutilized businesses (vendors) for promotional items
- Use training PowerPoint for future presentation
- Prepare drop-in stories for newsletters
- Create payroll stuffer items

Monique Coleman, Neighborhood Planner, told Cara she would provide her with the following:

- Schedule a subcommittee meeting before the upcoming October 20 committee meeting
- A list of vendors (Historically Underutilized Businesses in Plano)
- The Census Bureau PowerPoint provided by Christie Hernandez
- Utility bill insert produced by Wendy Jorgensen, Media Subcommittee staff representative.

On September 8, the subcommittee discussed meeting again but did not suggest a date at this time.

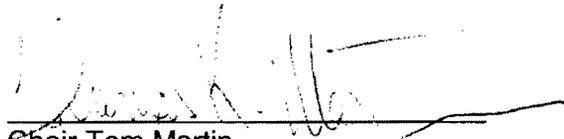
MEDIA SUBCOMMITTEE

Committee member Madan Goyal reported on the status of activities of the Media Subcommittee:

- Web site domain is registered and a basic page will be setup before the Plano Balloon Festival at www.planocensus.org.
- Banner is ready to go to the sign shop for production.
- The utility bill insert was presented for review and suggestions. Small text changes were made and it was agreed it needed a photo of diverse children.

ADJOURNMENT

Chair Tom Martin adjourned the executive committee meeting at 7:40 p.m.



Chair Tom Martin

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