

**2010 Census Complete Count Committee
December 10, 2009**

COMMITTEE MEMBERS PRESENT

Dr. Tom Martin, Chair
Mary Alice Garza
Dr. Myrtle Hightower
Graciela Katzer
TJ Johnson
Jian Li
May Li
Daniel Long
Marcus Ludwig
Tony Mauro
Jim McGuire
Dollie Thomas

COMMITTEE MEMBERS ABSENT

Roy Frady
Sylvia Garcia
Madan Goyal
Jun Melvin
Cara Mendelsohn, Vice Chair
Khadra Simmons
Karen Wells

STAFF PRESENT

Steve Sims, Sr. Planner
Monique Coleman, Planner
Grisenia Matos, Community Services Supervisor

CENSUS BUREAU STAFF PRESENT

Jerry Brady, Partnership Assistant

The 2010 Census Complete Count Committee meeting was called to order by Chairman Tom Martin at 6:05 p.m.

The meeting began with Subcommittee meetings and ended with the Executive Committee report.

GENERAL COMMENTS

Steve Sims, Senior Planner, had some general comments to discuss with the Executive Committee. First was an update on the technical work underway to ensure each Plano household is counted. Work has been completed on the Local Update of City Addresses project. After the Census Bureau's and city's review of the addresses, 102,700 have been accepted. The City of Plano has requested the Census Bureau reconsider 1,289 addresses to mail census questionnaires. Staff is in the process of reporting new home construction to the Census Bureau and will review city boundaries one last time to ensure no changes have taken place since the January 2009 submittal. Mr. Sims and Committee Chair Tom Martin shared insights from the Collin County Complete Count Committee meeting held at the City of Plano on December 2, 2009.

Wendy Jorgensen, Senior Public Information Coordinator, is working on finalizing the list for the Speakers Bureau and will send out letters to organizations requesting time to speak with them regarding the 2010 Census. The meeting for Tuesday, March 9, 2010, has been changed to Tuesday, March 2, 2010, as several members have a conflict with the March 9, 2010, meeting date. Mr. Sims encourages committee members to continue to share ideas and also consider who would be the responsible person to implement the idea.

BUSINESS SUBCOMMITTEE

Grisenia Matos, Community Services Supervisor, will send letters encouraging Plano Businesses to promote the 2010 Census to customers and employees by the end of January. The subcommittee is looking into contacting Toastmaster organizations of major businesses in Plano and making arrangements to see if they can speak and promote participation in the 2010 Census and the benefits of accurate demographic information for businesses. Committee member Daniel Long asked the committee to send files to him in word format rather than pdf. It is easier for Daniel to post non-pdf documents on the Plano Homeowners Council website.

Mr. Sims asked Committee Member Marcus Ludwig about contacting other major retailers in Plano regarding their plans to promote the census to customers. He will look into this in January 2010.

COMMUNITY NETWORKING SUBCOMMITTEE

Mr. Sims stated the 2010 Census Complete Count Committee participated in the Plano African American Fun Run on November 21, 2009, and the 2009 Plano World Peace Table Tennis Tournament on December 5, 2009. Upcoming events include the Martin Luther King Celebration in January and the Live Green Plano Expo in April. Committee Member Jian Li reminded the subcommittee that the Chinese New Year celebrations will take place in February. Local Asian businesses may allow the committee to put up posters to promote participation in the 2010 Census.

INSTITUTIONAL SUBCOMMITTEE

Monique Coleman, Neighborhood Planner, stated the Institutional Subcommittee has completed the Census Partner Support Program application to obtain funding from the Census Bureau to purchase promotional items from Impressions Marketing. The subcommittee presented its first draft of a newsletter designed to reach target audiences in institutions such as schools, hospitals, and religious institutions. Ms. Coleman stated individual subcommittee members are also working on outreach efforts to the various organizations. The subcommittee is also planning to provide public awareness posters in various languages as well as other promotional items to Plano libraries and recreation centers. These facilities will host "*Be Counted*" boxes in Plano where residents who did not receive a form can pick one up.

Committee Member Daniel Long arrived at 7:00 p.m.

ADJOURNMENT

There being no further discussion, Chair Tom Martin adjourned the Executive Committee meeting at 7:30 p.m.

Chair Tom Martin

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