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**City of Plano**  
**2010 Census Complete Count Committee Minutes**  
**April 30, 2009**

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**Members Present**

Dr. Tom Martin, Chair  
Leticia Martinez-Ramirez, Vice Chair  
Roy Frady  
Mary Alice Garza  
Jian Li  
Daniel Long  
Marcus Ludwig  
Tony Mauro  
Jim McGuire  
Jun Melvin

**Members Absent**

Madan Goyal  
Dr. Myrtle Hightower  
TJ Johnson  
Cara Mendelsohn  
Grace Singleteary  
Dollie Thomas  
Tony Villareal  
Jack Weatherford

**Staff Present**

Wendy Jorgensen, Senior Public Information Coordinator  
Grisenia Matos, Neighborhood Services Supervisor  
Steve Sims, Senior Planner  
Jeff Zimmerman, Long Range Planning Manager

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**Agenda Item #1 Call to Order/Pledge of Allegiance/Approval of Minutes**

Dr. Martin called the meeting to order at 5:40 PM. Ms. Martinez-Ramirez read a tribute for the passing of Ernest Pickens, Partnership Specialist with the Census Bureau. Afterwards, Dr. Martin led the Pledge of Allegiance. Mr. Sims introduced Ms. Frances Fass, Asian Partnership Specialist for the U.S. Census Bureau as Plano's new Census Bureau contact person.

Upon a motion by Roy Frady and a second by Daniel Long the minutes from the March 10 meeting were approved as submitted by a vote of 10-0.

**Agenda Item #2 Comments of Public Interest**

Ms. Garza noted the Plano Multicultural Roundtable will sponsor an event in conjunction with the National Day of Prayer in the Plano City Council Chambers on Thursday, May 7, 2009.

There was no one present to make a public comment.

### **Agenda Item #3 – Discussion and Direction – USA Today Article**

Mr. Sims summarized a USA Today Article regarding a proposal from members of a Hispanic faith based coalition for undocumented immigrants to ignore their 2010 Census forms. They are concerned local and state governments could use census information to identify and report illegal immigrants to the Immigration and Naturalization Services (INS). These Hispanic leaders have indicated withholding population information could pressure Congress to simplify laws regulating the attainment of legal resident status. Mr. Sims noted the concerns over 2010 Census data may be a moot point as there will be no questions regarding immigration status.

Mr. Sims stated the city will continue to monitor the situation, provide updates to the committee, and determine how neighboring communities are addressing the issue. The Census Bureau has a confidentiality agreement with census workers. It is a federal offense punishable by fines and prison time to disclose information collected from census forms. The policy has been in place for many years. Mr. Sims said the American Community Survey could provide an estimate of undocumented immigrants in Plano.

Committee members asked if staff had sought information from local Hispanic leaders and organizations. Mr. Sims noted that there have been difficulties receiving responses from some organizations. The issues addressed in the article emphasize the importance of outreach and education to encourage residents to participate in the 2010 Census.

### **Agenda Item #4 – Outreach Plan**

Mr. Sims presented a preliminary work program for the Committee and subcommittees to consider when developing its Outreach Plan for connecting with the public, as a whole, and with historically undercounted population groups. Dr. Martin and staff noted that the proposed general and subcommittee-specific work programs are intended as starting points and are likely to require adjustment over time. There was general agreement with the proposed work program.

One committee member recommended the creation of a “mascot” or other promotional items to impress children who would in turn pass on the message to their families. Ms. Jorgensen noted staff is working on developing a Plano specific logo to promote participation in the 2010 Census. Ms. Fass stated the Census Bureau is preparing coloring books and other youth-oriented materials.

### **Agenda Item #5 – Subcommittees and Subcommittee Assignments**

Mr. Sims presented a summary of the achievements of the 2000 Census Subcommittees and the preliminary 2010 subcommittee work programs. Mr. Sims introduced the proposed subcommittees for the 2010 Census – Business, Community Networking, Institutional, and Media. He described the purpose and proposed activities of each subcommittee. Mr. Sims asked the committee if they had any questions regarding the

purpose and activities of the 2010 Census Subcommittees. The committee was in agreement of the plans for the proposed subcommittees.

**Agenda Item #6 – Items for future agendas and determination of future meeting dates**

The next meeting is scheduled for Thursday, May 14, 2009 at 5:30 PM in Training Room A. There was a brief discussion on the format of future meetings. Dr. Martin suggested subcommittees meet first followed by the Executive Subcommittee meetings. The committee agreed with the proposal. The focus of the May 14 meeting will be the identification of target subgroups and consideration of outreach options.

**Agenda Item #7 – Adjournment into Subcommittee Meetings**

Dr. Martin adjourned the meeting into the Business, Community Networking, Institutional and Media Subcommittees at 6:35 PM.

  
Chair or Vice Chair

  
Date of Approval