

---

**City of Plano**  
**2010 Census Complete Count Committee Minutes**  
**May 14, 2009**

---

**Members Present**

Leticia Martinez -Ramirez  
Roy Frady  
Mary Alice Garza  
TJ Johnson  
Tony Mauro  
Jim McGuire  
Cara Mendelsohn  
Khadra Simmons  
Dollie Thomas

**Members Absent**

Dr. Tom Martin, Chair  
Madan Goyal  
Dr. Myrtle Hightower  
Jian Li  
Daniel Long  
Marcus Ludwig  
June Melvin  
Grace Singleteary\*  
Troy Villarreal

**Staff Present**

Grisenia Matos, Neighborhood Services Supervisor  
Steve Sims, Senior Planner  
Jeff Zimmerman, Long Range Planning Manager

\*Grace Singleteary and Wendy Jorgensen (Media Subcommittee) met on Tuesday.

---

**Executive Committee Meeting**

The Business, Community Networking, and Institutional subcommittees met from 5:30 PM to 6:30 PM. At 6:30 PM, Vice Chair Leticia Martinez-Ramirez called the Executive Committee meeting to order.

***Business Subcommittee***

Tony Mauro stated the subcommittee discussed ideas to reach out to businesses which employed historically undercounted groups (HUGS). Unfortunately, there are not a few large employers for the target population; instead there are numerous small businesses to contact such as construction and landscaping contractors, manufacturers and service industries.

Charles Bell, a representative of Perot Systems said census participation should not be a problem for most of the larger corporate employers in Plano. The employees are well educated and should fill out and return their forms.

Mr. Mauro stated the subcommittee needs to think about incentives to encourage large retail businesses in Plano to participate. They need to determine and communicate the benefit to businesses if their employees and customers participate in the 2010 Census. Mr. Steve Sims, Senior Planner, suggested if customers received financial support for affordable housing, home repairs and social services from grants obtained using census data, they may have more disposable income for shopping at major retailers.

**Community Networking Subcommittee**

Pastor Roy Frady stated the subcommittee identified possible target populations within Plano. Census research revealed most of Plano’s Asian and Hispanic populations are foreign born and may not be familiar with the census process. Limited data regarding 2000 Census participation rates by census tract indicated some of the senior and affluent populations may be reluctant to provide information on census forms as well.

**Institutional Subcommittee**

Mr. Jeff Zimmerman, Long Range Planning Manager, provided a summary of the evening’s discussion. Subcommittee members will review a list of education, government and community service providers and identify additional organizations that should be included in the list. After the list is compiled, the subcommittee will review the organizations and concentrate outreach efforts on groups that provide the greatest opportunity to reach the most people.

Pastor Frady said it takes time to build relationships in the Hispanic community. The best outlets for census materials are social service agencies which provide needed social services and assistance. Hispanic populations trust organizations which they have established a connection with.

Pastor Frady shared ideas regarding a community service announcement on Plano Television Network. Mr. Sims encouraged Pastor Frady to contact Wendy Jorgensen with the city’s Public Information Office. Ms. Martinez-Ramirez adjourned the meeting at 7:20 PM.

\_\_\_\_\_  
Chair or Vice Chair

\_\_\_\_\_  
Date of Approval