
City of Plano
2010 Census Complete Count Committee Minutes
June 9, 2009

Members Present

Dr. Tom Martin, Chair
Roy Frady
Madan Goyal
Graciela Katzer
Jian Li
Daniel Long
Marcus Ludwig
Tony Mauro
Jim McGuire
Jun Melvin
Cara Mendelsohn
Khadra Simmons

Members Absent

Mary Alice Garza
Dr. Myrtle Hightower
TJ Johnson
Leticia Martinez-Ramirez, Vice Chair
Grace Singleteary
Dollie Thomas
Troy Villarreal

Staff Present

Grisenia Matos, Neighborhood Services Supervisor
Monique Coleman, Neighborhood Planner
Steve Sims, Senior Planner
Wendy Jorgensen, Public Information Officer

Executive Committee Meeting

The Business, Community Networking, Institutional, and Media subcommittees met from 5:30 PM to 6:30 PM. At 6:30 PM, Chair Dr. Tom Martin called the Executive Committee meeting to order.

Business Subcommittee

Grisenia Matos stated the subcommittee discussed ideas to reach out to businesses in Plano. The keys for business support are emphasis on the data the census will provide. The information will help the city to obtain additional funding for services through grants, attract new businesses and increase employment opportunities. They suggested the use of billboards, radio stations and other media for promotion of the 2010 Census.

The subcommittee will revise the list of major employers in Plano. They plan to identify contact persons of Plano businesses and send out an e-mail blast to promote participation in the 2010 Census. The subcommittee will produce the text and submit it to the Media subcommittee and Wendy Jorgensen for final editing and production. Wal-Mart is planning a nationwide campaign to promote participation in the 2010 Census to customers and employees in stores across the nation. Ms. Matos also stated that Tony Mauro will serve as chair of the Business Subcommittee.

Community Networking Subcommittee

Pastor Roy Frady stated the subcommittee assigned each member the responsibility of developing a list of contact people for each target group. Subcommittee members will make contact with service groups for the target population and make arrangements to promote participation in the 2010 Census. The subcommittee selected several events to attend and concentrate promotional efforts in 2009 and 2010. The events are the July 4th Parade, Plano Balloon Festival, Plano International Festival, Plano Christmas Parade and the Martin Luther King celebration.

Institutional Subcommittee

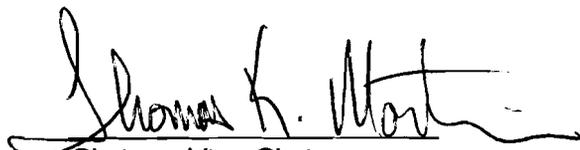
Cara Mendelsohn said the subcommittee developed a comprehensive list of formal social organizations in Plano. The next step in the project is to streamline the list and identify organizations which serve the most people for promotion of the census. The institutions were divided into two categories – primary and secondary. Dr. Martin suggested the subcommittee contact student government leaders at Collin College. They could provide ideas on how to promote participation in the census to fellow students. Ms. Frances Fass stated the Census Bureau has been in communication with the University of Texas at Dallas. They are waiting to receive permission from the chancellor of the University gain access to the campus to promote the 2010 Census.

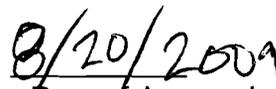
Ms. Khadra Simmons reminded committee members not all people have access to computers. Many people come to the post office to receive information.

Media Subcommittee

Madan Goyal reported the subcommittee has developed some preliminary logos for the committee to review and choose from. The logos will be presented at the June 30 meeting for the committee to make a decision. The subcommittee is also preparing a media contact list. Wendy Jorgensen stated the committee could have a website to promote the 2010 Census. The cost to have a URL presence with the city's website is \$115 and \$180 with an independent vendor such as Network Solutions. The name of the site would be planocensus.org.

Chair Tom Martin adjourned the meeting at 7:20 PM.


Chair or Vice Chair


Date of Approval