2010 Census Complete Count Committee
August 11, 2009

COMMITTEE MEMBERS PRESENT

Dr. Tom Martin, Chair
Leticia Martinez-Ramirez, Vice Chair
Roy Frady
Mary Alice Garza
Madan Goyal
Dr. Myrtle Hightower
TJ Johnson
Graciela Katzer
Jian Li
May Li
Tony Mauro
Jim McGuire
Jun Melvin
Cara Mendelsohn
Dollie Thomas

COMMITTEE MEMBERS ABSENT

Daniel Long
Marcus Ludwig
Khadra Simmons
Grace Singleteary

STAFF PRESENT

Steve Sims, Sr. Planner
Monique Coleman, Planner
Rebecca Cunningham, Director of Plano Television Network
Grisenia Matos, Community Services Supervisor
Wendy Jorgensen, Sr. Public Information Officer

CENSUS BUREAU STAFF PRESENT

Francis Fass, Asian Partnership Specialist
Kay Jain, Partnership Specialist
Jerry Brady, Partnership Specialist

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

Committee Member Garza made a motion to approve the minutes of the June 30, 2009, meetings as submitted. Committee Member Hightower seconded the motion, which passed 15-0.

AGENDA ITEM NO. 3 - COMMENTS OF PUBLIC INTEREST

There were no comments

AGENDA ITEM NO. 4 - DISCUSSION & DIRECTION PLANO TELEVISION NETWORK

Rebecca Cunningham, Director of Plano Television Network (PTN), spoke with the committee regarding public service announcements and assistance which her department could provide. Ms. Cunningham stated most public service announcements are between 30 seconds to one minute in length. The committee needs to ensure the message is geared towards the people they wish to reach and clearly communicates the desired message. The Census Complete Count Committee needs to allow two months from the creation of the message until the time it airs. A message for March must be completed in January. Wendy Jorgensen, Senior Public Information Coordinator, will be the point person of contact between PTN and the Committee. Kay Jain, Partnership Specialist with the U.S. Census Bureau, said the Census Bureau will have public advertisement for the 2010 Census on the major network stations in the Dallas-Fort Worth area in March.

AGENDA ITEM NO. 5 - APPROVAL OF OUTREACH PLAN

Steve Sims, Sr. Planner, made a brief presentation of the Outreach Plan for the Committee. Mr. Sims stated the intent of the plan was to provide direction and focus on the target audience of each subcommittee, outreach options and implementation actions and timing of activities. Mr. Sims asked the committee for comments or questions regarding the plan.

Committee comments included:

- Assigning responsibility of school district employees to the Institutional Subcommittee;
- Inclusion of African Americans in the target population; and
- Inclusion of low income households in the target population.

Committee Member Frady made a motion to adopt the plan with changes listed in the comments. Committee Member Johnson seconded the motion, which passed 15-0.

AGENDA ITEM NO. 6 - DISCUSSION & DIRECTION
PLANO BALLOON FESTIVAL AND PLANO INTERNATIONAL FESTIVAL

Mr. Sims provided details of the two festivals to the committee. Mr. Sims passed around a sign-up sheet for committee members to serve at the booths for both festivals.

AGENDA ITEM NO. 7 - ITEMS FOR FUTURE AGENDAS AND DETERMINATION OF FUTURE MEETING DATES

Mr. Sims stated the next 2010 Census Complete Count Committee meeting will take place on Tuesday, September 8, 2009, at 6:00 p.m. in the Building Inspections Training Room. There will be a brief formal meeting of the Committee to approve the minutes from the August 11, 2009, Census Complete Count Committee meeting. Then, the Committee will break into subcommittee meetings followed by the executive committee meeting.

Mr. Sims stated the subject of the subcommittee meetings will be the implementation of the Outreach Plan by each subcommittee. Mr. Sims asked the Committee members to develop lists of possible organizations and events where the Speakers Bureau could promote participation in the 2010 Census.

Chair Tom Martin asked if there were any additional comments before the meeting was adjourned. There was discussion regarding public concerns over the safety of the information provided on the 2010 Census forms and the questions on the American Community Survey.

There being no further discussion, Chair Tom Martin adjourned the meeting at 7:25 p.m.

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Chair Tom Martin

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