

**2010 Census Complete Count Committee
October 20, 2009**

COMMITTEE MEMBERS PRESENT

Dr. Tom Martin, Chair
Sylvia Garcia
Mary Alice Garza
Dr. Myrtle Hightower
Graciela Katzer
Jian Li
May Li

COMMITTEE MEMBERS ABSENT

Roy Frady
Madan Goyal
TJ Johnson
Daniel Long
Marcus Ludwig
Jim McGuire
Jun Melvin
Cara Mendelsohn, Vice Chair
Khadra Simmons
Dollie Thomas

STAFF PRESENT

Steve Sims, Sr. Planner
Monique Coleman, Planner
Wendy Jorgensen, Sr. Public Information Officer

CENSUS BUREAU STAFF PRESENT

Francis Fass, Asian Partnership Specialist

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

The meeting began with the Executive Committee report.

BUSINESS SUBCOMMITTEE

Steve Sims, Sr. Planner, stated Grisenia Matos, Community Services Supervisor, has a volunteer who will assist with creating a database to send letters to Plano businesses asking for assistance to promote participation in the 2010 Census to their customers

and employees. The letters should be mailed out around the beginning of December. Committee Member Marcus Ludwig told Mr. Sims he will get in touch with other major retailers in Plano such as Target, Home Depot, Lowe's, and the major grocery retailers and ask how the companies will promote the census. If they do not have a plan, Mr. Ludwig will inquire if the companies are willing to partner with the City to promote the 2010 Census.

COMMUNITY NETWORKING SUBCOMMITTEE

Mr. Sims stated the subcommittee has been very busy with promoting the 2010 census at major community events. The 2010 Census Complete Count Committee had booths at the Plano Balloon Festival (September 18-20, 2009) and Plano International Festival (October 10, 2009). Almost 84,000 people attended both events combined. Committee members and Census Bureau staff were able to encourage people to fill out their census forms, educate those unfamiliar with the process, and answer questions as well as discuss concerns people had regarding the census process.

INSTITUTIONAL SUBCOMMITTEE

Ms. Monique Coleman, Neighborhood Planner, stated the Institutional Subcommittee met on Friday, October 2, 2009, and developed a proposal to apply for a Census Bureau Grant to pay for promotional items. They will purchase hand sanitizers and tote bags from Impressions Marketing, a Plano vendor.

Several committee members asked if it were possible for the entire committee to apply for a single grant instead of one from each subcommittee. Ms. Frances Fass, Asian Partnership Specialist with the U.S. Census Bureau, confirmed each subcommittee could apply for a grant on their own. However, the deadline for applications is December 1, 2009. Each subcommittee must select a different product from another vendor so they do not duplicate efforts and provide revenue opportunities to a variety of companies.

Ms. Coleman stated the subcommittee will be reaching out to the schools (public and private), City of Plano, hospitals, urgent care facilities, colleges and large faith based organizations to promote the 2010 Census.

Ms. Coleman also mentioned the following institutions for the Speakers Bureau - PTA Council, Diversity Advocacy Committee, PISD Faculty Council, and some larger denominational churches.

MEDIA SUBCOMMITTEE

Ms. Wendy Jorgensen, Senior Public Information Coordinator, stated the utility bill inserts are ready for distribution in the November municipal utility bills. Ms. Jorgensen said she will have the use of two volunteers to assist with the 2010 Census Committee. One volunteer is a graphic artist and will assist with creation of promotional items such

as a poster in English and Spanish. The other volunteer will develop a database of community organizations which the committee can contact to arrange for members of the Speakers Bureau to attend and promote the 2010 Census. The next task for the subcommittee is to begin work with the Plano Television Network to develop a public service announcement to promote the 2010 Census to Plano residents.

Committee Member Tony Mauro arrived at 6:45 p.m.

ADJOURNMENT

Chair Tom Martin adjourned the Executive Committee meeting at 6:35 p.m. The Community/Networking Subcommittee met until 7:05 p.m. and discussed plans for participation at the Plano African American Museum Fun Run, Early Lions Club Christmas Parade, Martin Luther King Day celebration, and the Live Green Plano Exposition.

Chair Tom Martin

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