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

Members Present

Dr. Tom Martin, Chair
Roy Frady
Mary Alice Garza
Madan Goyal
Graciela Katzer
Jian Li
Marcus Ludwig
Jim McGuire
Jun Melvin
Cara Mendelsohn
Dollie Thomas

Members Absent

Dr. Myrtle Hightower
TJ Johnson
Daniel Long
Leticia Martinez-Ramirez, Vice Chair
Tony Mauro
Khadra Simmons
Grace Singleteary
Tony Villarreal

Staff Present

Monique Coleman, Neighborhood Planner
Steve Sims, Senior Planner
Wendy Jorgensen, Public Information Officer

Census Bureau Staff

Frances Fass
Kum Kum Jain

Agenda Item #1 – Call to Order and Pledge of Allegiance

Dr. Tom Martin, Chair called the meeting to order at 5:35 PM. France Fass, Asian Partnership Specialist, introduced Ms. Kum Kum Jain to the committee. Ms. Jain serves as the South Asian Partnership Specialist with the U.S. Census Bureau. Her specialty is reaching people who live in the United States who are from India, Bangladesh, Pakistan, and Sri Lanka.

Agenda Item #2 – Approval of Minutes from April 30, May 14 and June 9

The committee reviewed the minutes from the April 30, May 14 and June 9 meetings. Pastor Roy Frady made a motion to approve the minutes. Graciela Katzer seconded the motion and the minutes were approved by a vote of 11-0 (Frady, Garza, Goyal, Katzer, Li, Ludwig, Martin, McGuire, Melvin, Mendelsohn, and Thomas all voted yes).

Agenda Item #3 – Comments of Public Interest

There were no comments.

Agenda Item #4 – Approval of Committee Logo for Publication

The committee had several comments regarding the logo. Several members commented they liked the blue check mark in the box. The red check mark may be a cultural issue of concern with some population groups from Asia. Some members suggested that the boxes and check mark be removed from the logo altogether. One committee member suggested the font of the exclamation marks used in the Spanish text should be consistent.

Madan Goyal made the motion to approve the logo with the following modifications:

- Eliminate the check mark and boxes on the left hand side of the logo
- Use consistent font for the exclamation mark in the Spanish text.

Graciela Katzer seconded the motion and the motion was approved by a vote of 11-0. (Frady, Garza, Goyal, Katzer, Li, Ludwig, Martin, McGuire, Melvin, Mendelsohn, and Thomas all voted yes).

Agenda Item #5 – Items for Future Agendas and Determination of Future Meeting Dates

This agenda item appeared as #7 on the agenda. Staff requested the item to be moved to position number 5 so all members present could hear the plans for the July 14 meeting. The committee approved the request.

The committee will conduct its next meeting on July 14 to consider the final version of the Outreach Plan. Several committee members stated they will not be able to attend the meeting. Staff may consider an alternative meeting date.

Agenda Item #6 – Subcommittee Meetings

The committee members adjourned into subcommittees at 6:40 PM. The subcommittees worked on finalizing their section of the Outreach Plan.

Agenda Item #7 – Executive Committee Meeting

Dr. Tom Martin called the Executive Committee meeting to order at 7:10 PM.

Business Subcommittee

Steve Sims, Senior Planner, stated the subcommittee made progress in finalizing their section of the Outreach Plan. The target groups for the subcommittee will be major retail businesses in Plano such as Home Depot, Lowe's, Wal-Mart, Target, and Alberstson's. Marcus Ludwig stated he knows people who work at these businesses. Mr. Ludwig will ask if the businesses have a plan in place for the promotion of the 2010 Census and what they can do in providing a forum for public service announcements.

He will speak with the Plano Chamber of Commerce and see if the subcommittee can arrange a meeting with Plano business leaders to promote the 2010 Census.

Community Networking Subcommittee

Pastor Roy Frady stated the subcommittee has identified five target groups in the city. They are affluent households, African Americans, Asians, Hispanics and seniors. Committee members have completed research of contacts with community organizations serving the target groups. This information will be included in the Outreach Plan. Pastor Frady suggested the Speakers Bureau needs to get in touch with organizations and make plans to promote the 2010 Census at meetings. Also, people who are volunteering at major community events and speaking to service organizations need to be prepared to answer difficult questions regarding the 2010 Census. Also, subcommittee members will encourage volunteers for the Plano Balloon Festival to register with the city's Volunteer in Plano web page.

Institutional Subcommittee

Ms. Monique Coleman, Neighborhood Planner stated the committee has identified their target groups as public and private schools, senior facilities, hospitals, major religious denominations, government, and colleges and universities. Pastor Frady asked for clarification on the responsibility for outreach to faith organizations. Mr. Sims responded the Institutional subcommittee will be responsible for outreach to the major denominations while the Community Networking subcommittee will outreach with small non-denominational faith communities.

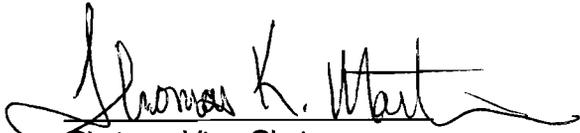
Ms. Coleman stated the subcommittee will begin outreach to the target groups in August and wrap up by November. During January and February, they will distribute information to promote the 2010 Census with the target groups. The subcommittee is also looking at promoting the 2010 Census through Internet social networking sites such as Facebook and Twitter. Ms. Jorgensen suggested the group wait until the city develops policy statement on posting communication with the social networking sites. A policy should be formulated by July.

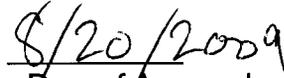
Media Subcommittee

Madan Goyal reported the approval of the logo for the committee will allow them to develop promotional materials for the 2010 Census. The subcommittee will go before city council to receive a proclamation for the logo. Ms. Jorgensen will see when they can get on the City Council agenda,

The subcommittee will create a brochure everyone can use along with the utility bill inserts and a banner to display at special events. The subcommittee will not have to purchase a display booth. Ms. Jorgensen was able to find a extra unit in storage that has not been used yet.

Chair Tom Martin adjourned the meeting at 8:15 PM.


Chair or Vice Chair


Date of Approval