

MINUTES OF THE 2010 U.S. CENSUS COMPLETE COUNT COMMITTEE

July 6, 2009

The meeting of the 2010 U.S. Census Complete Count Committee was called to order at 3:00 p.m. by City of Whitewater staff member Karie Nygren. PRESENT: Karie Nygren, Kayla Chadwick, Kimberly Krebs, Ellen Penwell, and Rosemary Metzdorff (came 3:15 p.m./left 3:55 p.m.).

The committee brainstormed goals, objectives, resources and membership for the committee. Kayla Chadwick discussed research she had done online on the Federal Census Bureau's website. Karie Nygren will be contacting the administrators of the following websites to request they add a link to the 2010 Census Website: City Website, Public Library Website, University Website, School District Website, The Whitewater Banner, Free Whitewater, Churches. Nygren will also be contacting partnership specialist, Frank Lamm, to find out if there can be an extension for the letter of intent and/or if there are other supplies that the federal government can supply to assist the committee in marketing the Census. The committee feels that the deadline of 07/15/09 is not reasonable.

Brainstorming Ideas for Raising Awareness of the Census:

1. Putting the 2010 Census Link on abovementioned websites
2. Closer to Census Day requesting the websites run an article on the upcoming Census
3. Creating a brochure/handout (example on Census website) and distributing in:
 - Church Bulletins
 - Tax Bills
 - Utility Bills
 - Student take home folders
 - Landlord welcome packets
 - Neighborhood associations
 - Scout organizations
 - Kiwanis/Lyons/other community organizations
4. Setting up federal assistance centers at St. Patrick's Church and the Public Library
5. Having University send out an all student and staff email
6. Placing articles in City Manager's Weekly News Report
7. Placing an article in the Parks and Recreation Brochure
8. Media: PowerPoint presentation for both City and University channels; radio ads or newspaper ads.
9. Posting posters at the following locations:
 - Dorms
 - Grocery Stores
 - Banks
 - Post Office
 - City Hall
 - Public Library
 - Food Pantry
 - Chamber
 - Senior Center
 - Other area businesses
10. Contact Sentry and request paper bags to send to schools for coloring and design to market the Census.

11. Work with School District at incorporating the Census as part of a lesson plan focus for history classes.
12. Have a booth or information to hand out at the Taste of Whitewater

Ellen Penwell stated that the League of Woman voters would be choosing the Census as a focus for 1 of their 9 public programs. Penwell stated that they would have a speaker come in and discuss the importance of the Census and felt that it would also be a good idea to have a Federal Census Bureau Representative there.

Nygren agreed to notify each interested person by e-mail as to when the next meeting will be held. The meeting adjourned at 4:10 p.m.

Respectfully submitted,

Karie Nygren