

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

October 13, 2009

The meeting of the 2010 U.S. Census Complete Count Committee was called to order at 1:00 p.m. by City of Whitewater staff member Karie Buckman. PRESENT: Karie Buckman, Scott Coenen, Angel VanDaele and Virginia Laurent (came 1:35 p.m.).

Minutes from the 07/06/09 CCC were approved. Buckman then reviewed the items that had been completed since the last meeting:

1. Requests were sent to the City, School District, Whitewater Banner, and Free Whitewater to place the 2010 census link on their respective sites.
2. A Letter of Intent was sent to the Federal Census Bureau and the City of Whitewater was chosen to receive promotional items.
3. An inventory of promotional items was completed to include:
 - 35 red hats
 - 35 red tote bags
 - 77 T-shirts
 - 43 denim shirts
 - 35 sports shirts
 - 50 natural tote bags
 - 25 white polo shirts
 - 30 navy hats
4. Brochures for tax bills were picked up from the County for distribution. (2,000)
5. Article was placed in the Parks & Recreation fall brochure.
6. Article was placed in the October quarterly utility bill.
7. Coordination with the County for the New Construction Program
8. Targeted nonsheltered outdoor locations form was completed.

The upcoming programs that the League of Woman voters are holding highlighting the census were discussed:

- Saturday October 17, 2009 from 9:00am-4:00pm 2010 Census Training and Conference
- Thursday, November 19 @ 7:00 PM: League of Woman Voter meeting. Frank Lamm partnership Specialist for the US Census Bureau will be present to speak at this program regarding the importance of the census.

Buckman discussed the promotional items that the City received from the Census Bureau. Possible places to distribute the items were discussed such as the food pantry, League of Woman Voters Program on November 19, Holiday Parade or Breakfast with Santa, and School District (VanDaele is going to discuss with the School District which events would be possible to distribute i.e. parent/teacher conferences, listening sessions, other upcoming events). Coenen is going to get back to the committee in regard to any possible campus events that the items could be distributed at.

The brainstorming list from the last meeting was reviewed...

Brainstorming Ideas for Raising Awareness of the Census:

1. Putting the 2010 Census Link on abovementioned websites

Completed

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
Buckman is going to contact St. Patrick's and find out if this is an option.
 - Tax Bills
Buckman picked up brochures from Walworth County and is going to look into printing more for Jefferson County.
 - Utility Bills
Buckman submitted an article into the quarterly newsletter that appeared in the October utility bill.
 - Student take home folders
It was discussed that this may not be the most effective way to distribute materials. VanDaele is going to look into placing an article in the monthly newsletters that go home with students.
 - 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
Buckman is going to contact Frank Lamm and find out what dates the Census Bureau reps are available to come to the City and how many sites that we can set up as federal assistance centers.
5. Having University send out an all student and staff email
It was questioned how effective this would be. This item is still being considered.
6. Placing articles in City Manager's Weekly News Report
Buckman has had City Manager place an article in the weekly report.
7. Placing an article in the Parks and Recreation Brochure
Buckman had an article placed in both the fall and winter/spring brochure.
8. Media: PowerPoint presentation for both City and University channels; radio ads or newspaper ads.
City Manager Intern created a PowerPoint presentation. Committee will review and submit to media.
9. Posting posters at the following locations:
Coenen is going to talk to Jan Bilgen about the University creating and printing of posters for the below 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.
Buckman is going to contact Sentry and find out if they are willing to do such. VanDaele is going to discuss with the School District a project that connects President's Day and the census to the Sentry bag coloring and design.

11. ~~Work with School District at incorporating the Census as part of a lesson plan focus for history classes.~~ Refer to #10
12. ~~Have a booth or information to hand out at the Taste of Whitewater~~
Promotional items were not received in time for this.

Other Assigned Tasks:

1. Buckman is going to contact Marilyn Kienbaum regarding distribution of promotional clothing items at the food pantry as well as brochures. It was also discussed that the Census may be a topic to suggest for her "Food for Thought".
2. Coenen is going to discuss with Student Government the possibility of the creation and sponsoring of an ad to be placed in the Royal Purple to raise awareness for the student population. It was also suggested by VanDaele to consider involving PRSSA in the project.

Coenen, VanDaele, and Laurent all requested to be added as members on the CCC.

Buckman agreed to notify each interested person by e-mail as to when the next meeting will be held. The meeting adjourned at 2:10 p.m.

Respectfully submitted,

Karie Buckman