

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

November 3, 2009

The meeting of the 2010 U.S. Census Complete Count Committee was called to order at 3:30 p.m. by City of Whitewater staff member Karie Buckman. PRESENT: Karie Buckman, Tim Scully, Emma Lou Sederholm, Virginia Laurent, Rosemary Metzdorff.

Minutes from the 10/13/2009 CCC were approved with the following correction:

*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 17 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.*

It was questioned why the arrival and departure times of committee members were recorded in the minutes. Buckman explained that she had been informed by the City Clerk that this information was to be included in the minutes; however, Buckman agreed to follow up with the Clerk and confirm such.

Buckman then reviewed the items that had been completed since the last meeting:

1. Buckman contacted Frank Lamm (Partnership Specialist for US Census Bureau) to find out when representatives would be available to come to Whitewater and be present at Federal Questionnaire Sites. She also inquired as to how many locations we would be allowed to have. Per Lamm a "census bureau employee" will be present at all sites that are set up. He is not sure who this person will be but said that sites should be set up in March and April. He suggested that we have him to come our next meeting to discuss such and Buckman agreed to put it on the next agenda and invite him to the meeting. Buckman also asked Lamm to bring posters to the meeting that the CCC could use to market the census. Lamm agreed to bring one to two dozen posters.
2. Buckman contacted Sentry Foods in Whitewater regarding the possibility of doing the School District art paper bag project in coordination with Sentry. Dennis said that it would be feasible to do such and that all we would have to do is contact him and let him know how many bags we would need. Buckman informed Denis that we would have to get the support of the School District for the project and would be following up with him.
3. Buckman contacted Marilyn Kienbaum about taking brochures and promotional clothing materials to the Food Pantry for distribution. Items will be distributed in December. Marilyn also agreed to discuss the census as a topic in her "Food for Thought" article.
4. Buckman requested an electronic copy of the brochure from the County so the City can print more for Jefferson County tax bills as well as use for other distribution that the CCC discussed, i.e. food pantry, church bulletins, parent teacher conferences etc.
5. Buckman contacted Father Rodriguez from St. Patricks regarding using the Church as a Assistance Site and distributing the brochures in the Church Bulletins. Buckman is waiting to hear back from Father Rodriguez.
6. Buckman reviewed the below email regarding Van Daele's progress on tasks...

Hi Karie. I've talked with the district administrator and she has said that we could do the following:

- 1. Yes, she will bring it up at her listening sessions.*
- 2. Yes, the census committee could have a table with flyers, brochures or posters at the Parent Teacher Conferences on Nov 12 & 13*
- 3. She will talk with the elementary principals regarding the grocery bag projects.*
- 4. She would rather not have the principals put a blurb in their newsletters.*

Also, in addition to what we discussed at the meeting, I thought afterward that we could have Spanish flyers sent over to the Adult ESL classes that are held at the school district. Dr. Zentner approved that and has contacted the person in charge of the classes to let her know that information will be coming and could she please pass it out to her adult students.

7. Emma Lou Sederholm discussed her recent contact with Frank Lamm and coordination of his speaking at the League of Woman Voters Program on Thursday, November 19th 7:00 PM in the City Hall Council Chambers. Lamm's presentation will include the importance and history of the Census, what the 2010 Census form will contain, what is being asked of all Government units and community organizations, and what can be done to keep the public aware of the March 2010 Census mailing.
8. Tim Scully then noted that Student Government is willing to sponsor an ad to be placed in the Royal Purple. Buckman had emailed the Census website to Coenen and information can be used from such to create the ad. They will bring back ideas of the ad to the CCC and timing of running the ads will be discussed at a later meeting. Scully also suggested that Frank Bartlett, Director of Student Residence Life would be a good person to talk to regarding raising awareness in the dorms.

Further brainstorming and discussion regarding other ways to raise awareness:

1. Scully said he could contact the Chancellor and request that he use the Census as a topic on his blog.
2. Scully suggested that Sarah Kuhl in the Marketing and Media Relations Office be contacted about doing a story about the Census on the homepage.
3. Buckman said that she would bring the PowerPoint presentation that the City Manager Intern created to the next meeting for the CCC to review. Scully said that in addition the the CCC's plans to place on the University and City TV stations that we also have it appear on the LCD screens in Highland, University Center and Center for the Arts.
4. Laurent is going to work on a banner to put up on Main Street. Buckman is going to work on getting approval to hang and the length of time it can appear.
5. Scully suggested that the Audio/Visual Class at the University be contacted in regard to producing commercial about the Census. He stated that Brian Lucas is the Advisor of the class and they had produced commercials for Student Government in the past.
6. Buckman noted that the posters we received from Frank Lamm may be best used around the City and that we would create other posters that are used to target the students at the university.

Sederholm requested to be added as members on the CCC.

There was discussion as to moving the meeting back to the 1:00 time due to CCC members' schedules. It was requested that the next meeting be held Tuesday, December 1st at 1:00. Buckman agreed to send out an email of the proposed time along with the minutes. The meeting adjourned at 4:30 PM.

Respectfully submitted,

Karie Buckman