

## **Minutes 2010 Census Complete Count Committee October 6, 2009**

**Minutes of the 2010 Census Complete Count Committee held on October 6, 2009, at 4:00 p.m., Tempe City Hall, 31 E. Fifth Street, Tempe, Arizona.**

**(MEMBERS) Present:** Neal Babcock, Don Cassano – Co-Chair, Dave Crowell, Kate Hanley, Catherine Mayorga, Stephanie Salazar, Edward Smith and Arthur Tate.

**(MEMBERS) Absent:** Omar Ahmed, Ed Valenzuela – Co-Chair, Beth Fiorenza, Dave Summers and Ed Wycoff.

**City Staff Present:** Alex Smith, Amber Wakeman, and Shauna Warner

### **Agenda Item 1 – Welcome**

Co-Chair Cassano welcomed the group.

### **Agenda Item 2 – Approval of the September 22, 2009 Minutes**

Edward Smith moved that the September 22, 2009 minutes be approved. Catherine Mayorga seconded the motion. The motion passed unanimously.

### **Agenda Item 3 – Update on City Communication Activities**

Amber Wakeman provided an update to the Committee on the City's Census communication and outreach activities on behalf of Nikki Ripley. Amber stated that one idea the committee could consider is to identify through the MAG color maps a few geographic areas of Tempe that had the lowest response rates last time and contemplate doing a Saturday neighborhood outreach event in some parks of their area of choice. Al Macias from the Census could give more ideas on an event like this. Being realistic about the committee's time, probably no more than 1-2 of these events between January and late March.

Shauna Warner said that she would bring to the next meeting on October 20, neighborhood maps and overlay them with the last census response rate to show the committee what neighborhoods had a low response rate.

### **Agenda Item 4 – Follow up on Homework Items (Areas of Interest, Outreach Efforts and Micropurchasing Agreements)**

Stephanie Salazar mentioned that there will be an ASU off campus housing fair November 4 and 5 from 10:00 a.m. – 3:00 p.m. at Hayden Library Lawn at ASU's Tempe campus and this could be a possible census outreach event. The committee thought this would be a great idea to get the word out about Census at ASU. Committee members could staff a census table and hand out materials and perhaps promotional items.

Dr. Tate asked about getting Census information out to the schools. He would need about 23,000 pieces. Nikki Ripley will follow up with Dr. Tate regarding this request.

Co-Chair Cassano mentioned that the committee needs to do outreach to the Somali Community as well as outreach to churches and mosques. Kate Hanley offered to lead this effort.

Edward Smith said that he would take the lead in census outreach efforts at Arizona Mills Mall.

Catherine Mayorga stated that she would make sure the Chamber website included the City's webpage on the Census. Also Co-Chair Cassano could present census information at the next Chamber Government Relations meeting.

Alex Smith said the committee should consider placing posters in businesses and apartment complexes.

The committee decided that a list of upcoming events should be emailed out so they could divide up volunteer opportunities. Amber Wakeman will email out a list immediately to the committee.

**Agenda Item 5 – Next meeting October 20, 2009**

The next meeting will take place Tuesday, October 20 at 4:00 p.m. at Tempe City Hall.

**Agenda Item 6 – Adjournment**

Catherine Mayorga made a motion for adjournment. Neal Babcock seconded the motion. The motion passed unanimously. The meeting adjourned at 4:37 p.m.

Prepared by: Amber Wakeman, Government Relations Director