

2010 COMPLETE COUNT COMMITTEE MEETING

Volusia County Sheriff's Training Center
3901 Tiger Bay Road

October 8, 2009
5:30 p.m.

NOTES

Joie Alexander started the meeting by welcoming everyone. She gave a brief introduction and stated "The Power of the Word is Important." She introduced herself, along with members from the County Manager's Office that were in attendance: Jeff Crumbley, Debbie Kelley, Camilla Grasso, Betty Holness and Pat Kuehn. After introductions, Ms. Alexander passed the microphone to each person so they could introduce themselves and which committee they are on. Ms. Alexander commented on the great attendance and hopes it keeps growing with each meeting.

Ms. Alexander said the committee needs to develop a speaker's bureau and to start getting booths together to set up for events. She emphasized everyone needs to e-mail Betty Holness with any upcoming events, so Ms. Holness can have a speaker available to participate. Pat Kuehn said the first booth will be set up at the Deltona Library starting October 17.

Pat Kuehn gave a power point presentation to update her committee's marketing and communication efforts. She showed the new fliers and posters being developed by this committee which featured Volusia County residents. The materials being developed will convey the following messages:

- Information received from the completed forms is used to determine how much federal money is available and establish state legislative districts
- Helps to forecast housing and transportation needs, draw school district boundaries, develop community assistance programs and plan for health needs
- Higher census numbers will help Volusia County to receive more federal and state assistance after declared disasters have happened. Undercounting of even 1,000 people can cost Volusia County millions of dollars.
- Census form only has ten questions making it the shortest census form in history.
- Census forms are confidential; they are kept that way for 72 years. By law, the U. S. Census bureau cannot share an individual's responses with anyone, including welfare and immigration agencies.
- Completing and returning a census form is required by law.
- If a person is a resident of Volusia County at least six months a year they are required to complete and return a census form.
- Census bureau employees will be visiting residences after April 1, 2010 who have not returned their completed census forms.

The power point presentation also included two websites English and Spanish version, **www.volusiacounts.org** and **www.volusiacuienta.org**. Ms. Kuehn stated the committee is in the process of creating newsletter ads and articles, video PSA's, newspaper ads, outdoor advertising, transit advertising, speaker's bureau, social media and utility stuffers.

Betty Holness reminded everyone that we have a limited budget for our census campaign. One of the most cost effective ways to advertise is to send e-mails. The Time Line developed for our census campaign is on schedule, and we need to start now to be prepared and to overcome any obstacles that may confront us.

Jose Martinez was not present, but he sent an e-mail listing web sites containing new census materials. Several handouts with helpful information available were distributed. Ms. Holness mentioned that a database is being developed for mail outs and is being updated continuously. We will need time to produce flyers, and volunteers will be needed to help at these events.

Ms. Kuehn stated that two flyers have already been created and a PDF copy will be sent to everyone. She also suggested members start laying groundwork now to be ready for January 2010 campaign. Ms. Alexander suggested adding tag lines to emails reminding people the Census is coming. Sue Habel recommended checking with grocery stores to add brief information in their sale ads reminding customers about the Census. Ms. Habel mentioned contacting pizza shops about putting flyer on pizza boxes and to put flyers in with pay checks/stubs.

Betty Holness stated that the Housing/Homeowners Associations Committee led by Damien Richards has been in the process of getting information about Homeowners Associations and trailer parks. Patricia Hubbard, a committee member gave the Committee's update. She mentioned that her committee has been working on getting contact information from HOA's, trailer parks and public housing. They have experienced some difficulty in getting the necessary information. Willie Bright with the City of DeLand, reminded everyone that senior citizen facilities need to be approached.

Ms. Alexander said she spoke with a State Representative who advised her that 75% of state budget goes to Medicaid. That means we need to get 95% of population to send in completed census forms to help benefit the county.

Pam Hamlin gave the report for the Church, Faith Based Organizations Subcommittee. She indicated that her committee is trying to gather names, addresses and email addresses for all pastors in Volusia County. There are at least 800 churches in Volusia County. One of the brochures Jose Martinez with U.S. Census Bureau sent was Faith Based and suggested that churches start printing flyers in January. It was noted that some churches were already requesting speakers.

Jim Cameron, Business Subcommittee Chairperson gave an update. He stated his subcommittee had spoken with members of the Chambers of Commerce, Home Builders Associations, Hotel-Motel Association, Rotary Clubs and Kiwanis Clubs so far. They have been discussing doing business emails and newsletters.

There was no report from the Community/Social Organizations Subcommittee.

Colleges and Universities Subcommittee Chairperson, Sue Habel stated the Volusia County School Board will be promoting the Census within the K-12 public school system. Ms. Habel stated all major colleges and universities are being represented. She clarified the subcommittee mission. Pat Kuehn met with the group to help customize flyers.

Ms. Habel also showed a "Census" form she received at her residence. Ms. Holness was leery of the form Ms. Habel had received since forms are not supposed to be mailed

out until late February 2010. Ms. Alexander was also skeptical about the form since it had the year 2008 printed on it. Ms. Holness also stated the census forms are "GEO" coded and Census employees will not start going house-to-house until April 2010.

Ms. Habel also stated she feels uncomfortable using "confidential" and "it's the law" in any advertising for the Census. She feels that wording is going to create "hot spot points," and make some of the public nervous or scared.

Farm Workers/Agriculture subcommittee chairperson, Lisa Doig, and subcommittee member K Hanin gave an update. They both spoke of a newspaper article that was in the Post Chronicle, stating labor unions are requesting census boycotts. Farm Workers Association held a meeting the night before in which there was an interview in Spanish with President Obama requesting a freeze be put on "SWEEPS."

Lisa Doig visited the schools in the Barberville and Pierson areas for get information on how to approach Farm Workers children. She also went to the post offices in both towns to get information.

Ms. Doig showed a flyer they have that needs to be converted to Spanish. She is hoping to be able to distribute the flyers in the schools in the Pierson and Seville area. Ms. Kuehn noted that there is only one person for the entire Volusia County School District that oversees the migrant students. It was suggested that the committee might want to contact and work with this individual.

Anastasia Bucksath suggested approaching daycare centers, charter schools and Montessori schools. Ms. Alexander also questioned whether private schools should be approached and if each city needs to target the schools.

Ms. Doig asked if the committee would have some posters with Hispanic people on them if possible, especially for the DeLeon Springs, Barberville and Pierson areas, due to the large population of Hispanics in those areas. Ms. Doig also suggested having billboards to target the Hispanics, with the wording being bilingual, if possible. Ms. Doig said there are billboards available in the Pierson and Seville areas. Ms. Hubbard felt that the posters and billboards should have people from each area of the county represented on them.

Mary Swiderski was not in attendance, so Betty Holness gave the Intergovernmental Subcommittee update. There is working cooperatively with the county's campaign. All of the Cities have tight budgets, so by working together we be will be able to accomplish more.

Questions were asked concerning churches located within city limits receiving census information from the cities or from the county. These are being researched and findings will be given when confirmed. The current goal is to get a complete database of all churches in the county. Volunteers are still needed in every area.

Dinelia Santana with the City of Deltona stated that they are working on targeting daycare centers and other businesses within the city. On the City of Deltona's website, they have a page specifically dedicated to census information.

Shirley Ellison with the Community/Social Organizations subcommittee suggested approaching the Volusia County 4-H groups. They are currently celebrating 100 years of

service to local children. The groups could create brochures and pictures. Ms. Ellison stated, "Will do whatever it takes to help."

Ms. Habel suggested partnering with various businesses in the county where there is financial backing. She thought Target and Kohl's would be two good businesses to approach first. Ms. Kuehn emphasized sponsorship can not be asked for, only partnerships. Committees should contact non-profit organizations for partnership opportunities. It would help to establish a good relationship with them, and to use the approach of "helping them to help us."

Ms. Holness stated the next meeting would be held on Monday, November 2nd at the Volusia County Sheriff's Training Center, starting at 5:30 p.m.

Ms. Alexander adjourned the meeting at 7:15 p.m.