

Complete Census Count Committee
Regular Meeting Minutes – Approved 9-9-19
Monday, August 5, 2019 9:00 AM
Legislature Chambers

Attendance

Attendee Name	Title	Status
Michael Lane	Chair	Present
Leslyn McBean-Clairborne	Vice Chair	Absent
David McKenna	Member	Absent
Amanda Champion	Member	Present
Shawna Black	Member	Excused
Catherine Covert	Clerk of the Legislature	Present
Marcia Lynch	Public Info. Officer, County Administration	Present
Nick Murphy	Management Fellow, County Administration	Present
Greg Potter	Director of ITS	Present

Guests: Kate Dillon, Census Bureau Liaison; Pat Pryor, Public Information Advisory Board Chair; Teresa Vadakin, Head of Information and Learning Services of the Tompkins County Public Library; Nancy Zahler, Tompkins County Council of Governments Liaison; Kate Supron, Cornell University Relations

Call to Order

Mr. Lane, Chair, called the meeting to order at 9:04 a.m.

He noted the Committee could not take action as there was not quorum.

Changes to Agenda

There were no changes to the agenda.

Minutes Approval

July 11, 2019

RESULT:	DEFERRED
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Planning for the Community meeting

Mr. Lane said the invitation letter to community leaders is ready to be sent out about the August 13th meeting. He thanked Nick Murphy and Marcia Lynch for their help with that. The subcommittee that developed the list of community leaders consisted of himself, Marcia Lynch, and Shawna Black. Copies of the letter and the list of community leaders were shared with the Committee.

The meeting will be open to the public and people are encouraged to attend. A press release will be done as well.

Discussion followed concerning the format of the meeting. Kate Dillon will be giving a PowerPoint presentation that will explain the process and why it's important, logistics, challenges, and

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ways to get organizations to partner with the Census Bureau. She will be able to tailor the message to Tompkins County.

Mr. Lane spoke of the importance to use any contacts available to reach the hard-to-count people. He also suggested Ms. Vadakin provide the presentation she gave at the last Committee meeting. Ms. Vadakin agreed.

Mr. Lane requested that time for questions and answers be provided at the meeting and how information about the Census can be obtained.

Ms. Zahler suggested information be available at the meeting. Ms. Dillon said she could have a table with packets of all the information she has and take orders if there is not enough information available.

Ms. Dillon said Charles Borrell, a Syracuse representative, could attend to talk about jobs available through the Census. The Committee agreed.

Ms. Zahler asked about help wanted posters; Ms. Dillon said there are some available and she can make more available as needed. Ms. Lynch suggested the help wanted poster be sent to members of the Tompkins County Council of Governments.

Ms. Zahler suggested the question about citizenship be addressed at the meeting to help clarify any questions or concerns.

Ms. Champion spoke of young people not being counted and asked if that area was addressed in the list of community leaders. Ms. Lynch said the Child Development Council was included.

Ms. Champion asked if Tompkins Community Action was included; Ms. Lynch said it was.

Mr. Lane asked that a sign-up list of names, organizations, and e-mails be made available at the beginning of the meeting.

Ms. Champion asked what the next steps would be following that meeting. Mr. Lane believes another large meeting would be held and said he hopes to receive feedback from the attendees.

Ms. Pryor commented that the Public Information Advisory Board will be working with Kate Dillon on a presentation to take to local communities to present at their meetings.

Ms. Zahler asked if information on the number of people applying to be a Census taker; Ms. Dillon said the applications are tracked and there are goals that have been set. She could provide Countywide information by demographics if interested.

Discussion followed concerning the different languages and if the help wanted posters could be provide in different languages. Ms. Dillon said she could look into that.

Further discussion followed concerning school districts and it was noted that they were included in the list; however, it was suggested that principals be added. There was a brief discussion about school curriculums and Ms. Dillon noted that there are lessons for all grade levels available on the website.

Ms. Dillon spoke of her training in workshops for Census solutions and said she could have

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brainstorm sessions to generate ideas or address local issues or problems.

Mr. Potter spoke about the website and said the template has been built, a little more work is needed and it will be done.

Mr. Lane asked about social media and if that is being used in this process. Mr. Potter said the County uses Twitter and Facebook. Ms. Lynch believes it would be helpful to have a small working group to craft messages for social media. Ms. Champion suggested the Public Information Advisory Board be involved; Ms. Pryor agreed.

Ms. Zahler asked if letters to the editor should be considered; Ms. Lynch does not believe that has as much impact as it used to. However, Ms. Champion said if letters are done for community newspapers they could be shared through social media.

A brief discussion followed concerning a budget for this effort, and Mr. Lane agreed to speak with Deputy County Administrator, Amie Hendrix, about making a Contingent Fund request through the budget process as an over-target request.

Further discussion followed concerning the website and there was agreement that it should be introduced at the August 13th meeting.

In response to a question concerning TCAT and advertising on buses, Ms. Lynch said it can be done and she has been in discussion with Patty Poist, Communications and Marketing Manager.

Ms. Zahler asked if United Way was included in the list; Ms. Lynch said it was not but should be added.

Mr. Lane said he received information from the Chair of the Legislature about a Webinar NYSAC is sponsoring on August 12th. He said he hopes to participate and encouraged others to if interested.

Ms. Dillon said a web map has been created of all Census committees across the country and asked if Tompkins County would like to be on that map. Mr. Lane agreed and that the contact for information should be Cathy Covert.

Schedule Next Meeting

The Committee agreed to next meet on September 9th at 9 a.m. in Legislature Chambers.

Adjournment

The meeting adjourned at 10:04 a.m.