

Minutes of the 2020 Census Complete Count Committee
Tuesday, November 19, 2019
City Hall – Conference Room #2

Present: Erin Jason (Chairman), Tom Trosien (Vice-Chairman), Mike Kopp, Kassondra Schref, Annie Bertels, Alyssa Murphy, John Quigley, Marsha Baker, Michael Emerson, Jackie Crnkovich, Kari Felkamp, Cathy Jordan, Destiny Contreras, Beverly Redmond

Absent: Eileen Franz, Matt Plyman

Also Present: Reema Kamran, Grace Kleat

Call to Order

Chairman Jason opened the meeting at 10:02 a.m. noting a quorum was present.

Public Comment

None.

Approval of minutes of meeting on Tuesday, October 15 2019

John Quigley motioned to approve the minutes, Marsha Baker seconded. Voice vote, unanimous. Motion carried.

CCC Member Updates

Chairman Jason welcomed everyone and asked the members of the Committee that were not able to be present in the first meeting introduce themselves. Beverly Redmond from School District 205 began, then Destiny Contreras from the City's communication department and lastly with Cathy Jordan from the Senior Commission. Jason then provided updates regarding upcoming events. Specifically, the Ideas Exchange event on December 2nd at College of DuPage, Education Leader Summit at Malcom X College, DuPage County Complete Count meeting, as well as continuing to work with Elmhurst College students on marketing to college students for Census.

John Quigley spoke about the Chamber working with Shaw Media and also having an intern at the Chamber that attends Elmhurst College that has been involved with Census in both school and work.

Alyssa Murphy stated the Elmhurst Public Library plans to post an interactive map for residents to utilize and encourage friendly competition for neighbors and neighborhoods to be counted.

Cathy Jordan suggested using cable television programs to reach people and show it is a safe and secure process.

Erin Jason spoke about her discussion with the Police Department and having the Elmhurst Police and other City departments involved with spreading the safety of Census as well.

Reema Kamran stated there will be another Municipal Ideas Exchange at Oakton Community College on December 10, 2019.

Discussion: 2020 Census Planning

Chairman Jason showed a brief video to open discussion and plans for a campaign for the 2020 Census. She also discussed submitting a budget for Grant funding from the Metropolitan Mayor's Caucus as a sub grantee of State funding to help with costs of promotional materials, payroll expenses for non-exempt City staff, events, and other related costs.

Kassandra Schref discussed working on a campaign and putting together promotional materials. Schref went on to list the various communication outlets the City plans to use which include; the Palmer Dr. underpass sign, Front Porch mailing, utility bill insert, vehicle sticker renewal mailing, the City's electronic newsletter, City website, social media campaign, event marketing, posters, and also working with real estate agents. Schref, Feldkamp, and Redmond will meet to work on a full campaign with custom logo to present at the next meeting.

Beverly Redmond suggested having the Mayor and Dr. Moyer write a message to help promote the message on Census safety and importance to Elmhurst.

Reema Kamran suggested having a town hall forum where people can come to ask questions and learn about the importance and safety of the Census.

John Quigley suggested promotion of Census at two upcoming events in January 2020; the annual State of Our City and the State of Our County.

The group discussed other opportunities to capture some of the "hard to count population" and the importance of the Census which included suggestions to have a presence at events with the Youth Commission, Summer Camp Open House at York Commons on Feb 2nd and meetings at Royal York. Additionally, direct mail was recommended and collaborative efforts were suggested to save on cost. Suggestions for targeting home bound residents included informational inserts for both meal delivery and library book delivery. Discussion ensued about connecting with businesses to hand out flyers, and reaching school families and seniors.

Other Business

None.

Announcements

The next 2020 Census Complete Count meeting is scheduled for Tuesday, December 17, 2019 at 10:00 a.m. at City Hall.

Adjournment

John Quigley moved to adjourn the meeting, Jackie Crnkovich seconded. Voice vote, unanimous. Motion carried. The meeting was adjourned at 10:52 a.m.

Submitted as a draft by Erin Jason.