

Minutes of the 2020 Census Complete Count Committee
Tuesday, December 17, 2019
City Hall – Conference Room #2

Present: Erin Jason (Chairman), Tom Trosien (Vice-Chairman), Kassondra Schref, Annie Bertels, Alyssa Murphy, John Quigley, Marsha Baker, Michael Emerson, Jackie Crnkovich, Kari Felkamp, Eileen Franz, Matt Plyman

Absent: Mike Kopp, Destiny Contreras, Cathy Jordan, Beverly Redmond

Also Present: Grace Kleat

Call to Order

Chairman Jason opened the meeting at 10:03 a.m. noting a quorum was present.

Public Comment

None.

Approval of minutes of meeting on Tuesday, November 19 2019

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

CCC Member Updates

Chairman Jason welcomed everyone and announced that the Complete Count Committee had received grant funding of \$15,000 from the Metropolitan Mayors Caucus. The grant awarded for Elmhurst's CCC will go towards eligible expenses associated with Census promotion including but not limited to promotional supplies, event staffing costs, advertising campaigns, and equipment for onsite Census Completion events. Jason discussed an opening that will become available on the Committee after the first of the year and the intent of Mayor Morley to appoint Reema Kamran to fill the position. Jason also reported on the end of semester presentations on Census marketing presented by students at Elmhurst College and how the CCC may be able to incorporate some of their ideas off campus as well, such as graphic advertising that can be placed in high foot-traffic areas such as downtown sidewalks and walkways into local grocery stores. Lastly, Jason spoke about the importance of marketing to college students for those who live both on and off campus so that all students are counted.

Vice Chairman Trosien discussed an update for an upcoming meeting that will summarize the revenue received for past censuses and special censuses that would include the benefits of a

more accurate count for revenue which is distributed on a per capita basis. He also discussed changes to the state distributed motor fuel tax and state income tax.

Eileen Franz discussed her attendance at the 2020 IDEAs Exchange which had panelists on best practices for accurate counts, round table discussions between attendees, and general sharing of ideas on how to engage residents to improve the census count.

Michael Emerson discussed some of the plans for Elmhurst College including a full campus email blast, displays, and information in the cafeteria for students. An additional idea that was discussed was having the campus radio, WRSE, broadcast information and also include upcoming census information in other promotional events.

Alyssa Murphy reviewed the Library's plans to have census information and representatives available in high attendance programs in January and February. She also discussed promotion of the Census by creating stations for patrons to fill out the Census online either in the lobby or computer lab with assistance available to those who may require help accessing the form online. An upcoming promotional video which is planned to be filmed at the library was discussed.

Discussion: 2020 Census Planning

Marketing Campaign

Kassandra Schref stated that she worked with Kari Felkamp, Beverly Redmond, and other community marketing representatives to design a marketing campaign titled Everyone Counts Elmhurst, which features a custom Elmhurst Census logo. The campaign promotes the local faces of Census 2020, introducing a diverse group of 12 Elmhurst residents recruited by Chairman Jason ranging in age of 4-months to 91, stressing the importance of all people being counted. Schref went on to list the various communication outlets the City plans to use in the marketing campaign including but not limited to 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.

Chairman Jason discussed the potential to contract with a business to create unique census promotional supplies which would be more cost effective than purchasing official census promotional materials on Amazon.

The Committee also discussed creating promotional flyers which would include the marketing campaign's stories, FAQs, and a timeline for local census events. Discussion ensued.

On-site Census Sign-up Location Planning

The Committee reviewed possible on-site Census sign-up locations for March 2020 including the need for locations north of I-290. Discussion ensued on the quantity of sites, gaining permission to promote census on site, and the need for volunteers. The Committee will begin assembling a calendar of locations where Census promotion and assistance may be made available.

Other Business

None.

Announcements

The next 2020 Census Complete Count meeting is scheduled for Tuesday, January 21, 2020 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 10:48 a.m.

Draft minutes submitted by Matthew Plyman