Minutes of the 2020 Census Complete Count Committee
Tuesday, January 21, 2020
City Hall – Conference Room #2

Present: Erin Jason (Chairman), Tom Trosien (Vice-Chairman), Kassondra Schref, Beverly Redmond, Alyssa Murphy, Mike Kopp, Marsha Baker, Michael Emerson, Jackie Crnkovich, Kari Felkamp, Eileen Franz, Matt Plyman

Absent: Cathy Jordan (arrived 10:06 am), Annie Bertels, John Quigley, Destiny Contreras

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, November 19 2019

Eileen Franz motioned to approve the minutes, Alyssa Murphy seconded. Voice vote, unanimous. Motion carried.

CCC Member Updates

Chairman Jason welcomed everyone and announced that the Complete Count Committee had received the purchased official Census water bottles, pins, posters, and a census backdrop. She also discussed her participation in a Census webinar and her communication with local organizations about their plans for counting group quarters. She announced the official Census kickoff in Alaska this week, discussed Census mentions at State of the City, and reach-outs made to committee groups. Lastly, Chairman Jason announced the Illinois Census 2020 GOTC convening on February 12, 2020 at the Chicago Marriott Southwest at Burr Ridge, IL and welcomed members to register to attend the conference.

Vice Chairman Trosien shared with everyone a summary of the revenue gained through two past special censuses and an estimate of state shared per capita revenue in 2020. He used these two examples to allude to the importance for a complete count in a community. To conclude, he stated that Elmhurst might utilize another special census due to the possible population growth from new housing developments which will be finished after the 2020 census concludes.

Matthew Plyman spoke that December Monthly Report due to the Metropolitan Mayor's Caucus for the state provided census grant had been submitted, and that there were no reported expenditures for the month. Vice Chairman Trosien followed up by explaining that the MMC Monthly Reports includes both budgetary and activity sections for each month with Census activities.

Alyssa Murphy discussed the commitment and challenges that census employees will face in the upcoming census.

Beverly Redmond shared some of District 205's plans for the 2020 Census including having a booth at the upcoming open house, and the District's plan to include messages about the importance of the census in the District's weekly newsletters in English and Spanish.

Cathy Jordan announced Chairman Jason will attend the March Senior Citizens Commission meeting to discuss Census updates. Additionally, the DuPage County CCC will work with Meals on Wheels to provide Census information to its patrons. Lastly, she informed the board that the Chicago Tribune is printing information about the Census for its readers.

Michael Emerson discussed the plans for Elmhurst College that includes arranging a Census information table on March 18th with pizza in the College Cafeteria. Also, Chairman Jason will sit for an interview with WRSE, the college's radio station on March 17th. In addition, there will be email blasts, Facebook posts, and Tweets informing students about the upcoming Census.

Discussion: 2020 Census Planning

Update from Census Bureau

Chairman Jason informed the Committee that the Census Bureau has published an interactive map on the Census Bureau website that shows statistics for each census tract for the entire country. For Elmhurst, the Census Bureau will first send instructions for the census in English by mail encouraging online or phone in result reporting, then the Bureau will target specific tracts with instructions that are in Spanish and possibly enumerators. The instructions will explain the official questionnaire and what type of questions that will be asked. Lastly, the Committee was shown a Preview of the 2020 Census Video Language Guide which explains the official online Census Questionnaire which has since been posted on Elmhurst.org/census2020.

Local Faces "Everyone Counts, Elmhurst" Campaign Roll-Out & Schedule

Kassondra Schref discussed the new Elmhurst Census website which includes general information on the census, the City's Census Marketing Campaign, "Everyone Counts, Elmhurst," and will eventually include a link to the official Census Questionnaire. Secondly, she discussed "Everyone Counts, Elmhurst's" 12 Local Faces posters which covers a person for the possible undercounted population groups in Elmhurst. The posters are located throughout town at many popular locations and on the Robert T Palmer Drive Underpass electronic banner. There will also be 12 videos for each of the 12 posters that will have additional information on

the upcoming census. Next, Elmhurst has started advertising the census in local newspapers. In addition, there will be flyers in both English and Spanish in the upcoming Elmhurst Front Porch. Lastly, there will be marketing on social media which will have posts every Monday, Wednesday, and Friday along with boosted ads the last six weeks before the Census.

Discussion

Committee members raised concern that the census marketing will be drowned out by political advertising in the lead to the upcoming primary. Members then discussed multiple solutions.

On-Site Census Events

Chairman Jason discussed plans to set up a Census Backdrop at the York Theater with IPads on Fridays and Saturdays in weeks before the census. She then discussed the need for a possible on-site census location in town, north of I290. Lastly, Jackie Crnkovich discussed the Walk-in Clinic's availability for census events.

Other Business

None.

Announcements

The next 2020 Census Complete Count meeting is scheduled for Tuesday, February 18, 2020 at 10:00 a.m. at City Hall.

Adjournment

Kari Felkamp moved to adjourn the meeting, Beverly Redmond seconded. Voice vote, unanimous. Motion carried. The meeting was adjourned at 10:53 a.m.

Draft minutes submitted by Matthew Plyman