

Complete Count Committee Meeting Minutes

May 20, 2020; 7:30-9:30 p.m.

Committee Member Attendees: Matt (co-chair), Jenn (co-chair), Kristina (secretary), Alissa, Patrick, Christine

Staff: Jan Guszynski

Meeting started late at 7:46pm (waiting for quorum)

1. Approval of April 20, 2020 and May 6, 2020 minutes

- MOTION to approve April 20 minutes (Jenn)
 - i. Matt seconded
 - ii. Approved unanimously
- Motion to approve May 6 minutes (Jenn)
 - i. Christine seconded
 - ii. Approved unanimously

2. Staff Liaison / Member Updates

- **General Updates (Jan)**
 - i. Census response rates
 - 1. 63.8% MD
 - 2. 61.1% PGC
 - 3. 53.8% HVL
 - ii. Advice from other groups suggests that to increase participation, having a clear ask helps
 - iii. As a government entity, we're having trouble getting the necessary status as an advertiser
- **Discussion about messaging/new campaign**
 - i. Healthcare – want to avoid scare tactics (e.g., don't reference COVID specifically); however it will likely be productive to make the connection clear between the census completion and the availability of reliable healthcare services/infrastructure
 - ii. NB: highest incidents of COVID appear to be in the 20782 zip code
 - iii. Alissa to take a stab at new messaging
- **Budget Review (Jenn & Matt)**
 - i. Reviewed spreadsheets
 - 1. Current spent is just under \$10K and remaining budget is just under \$20K
 - ii. Need to manage spend carefully
 - 1. Grant funding must be spent by 7/31

2. Jan asked whether the deadline could be extended given COVID19 and the extended Census timeline through October 31 → they reiterated it's use it or lose it by July 31
- iii. Big belly advertising can be extended through end of October
 1. We can produce 25 updated core plastic signs for \$600
 2. Better pricing through Doyle printing – will use them going forward
- iv. Current bus shelter campaign ends in June
 1. They're holding five slots for us through October if we're interested
 2. \$125/poster for new creative
 3. Need to find out the cost, but it will likely be close to what we paid the first round (\$1125); there are some fluctuations in advertising costs – Jan will confirm with them
- v. Postcard with postage
 1. Actual cost is unclear because of postage, but printing for 2000 may be approximately \$240
- vi. Discussed that the committee is eager to move forward with new advertising/content, but need to identify pricing, develop new copy/creative to account for COVID developments and prevent the campaign from getting stale
 1. Strategically, we can frontload spending for creative and stagger the content rollout between now and the end of October
- vii. COST TO CONSIDER/APPROVE
 1. Motion to allocate \$2000 for space and printing for bus shelter (Jenn)
 - a. Matt seconded
 - b. Approved unanimously
 2. Motion to allocate \$2000 for future advertising for the rest of the campaign (Jenn)
 - a. Christine seconded
 - b. Approved unanimously

3. Committee Updates

- **Matt**
 - i. Reminders are going out in regular sermons to parishioners
 - ii. Will shift focus from religious community to nursing homes
 - iii. There is a possibility of doing messaging at food distribution sites
- **Patrick**
 - i. County provides free frozen meals to seniors
 - ii. Consider including a flyer/sticker with these meals

- iii. Also consider Meals on Wheels program
- iv. Could Mayor bring us up in small business meeting – will follow up on business round table

4. Goals

- Approve more expenditures (e.g., around city advertising, postcards)
- Social media campaign
- Apartment outreach
- Postcard campaign
- Virtual town hall
 - i. Small business celebs (e.g., Shagga, Sweetcake, Franklins)
- Lofi videos
 - i. Solicit submissions from HVL?
 - ii. Solicit submissions from small businesses?
 - iii. Consider cash prize OR gift cards to small businesses as prize (encourage buy in from local businesses)

5. Close Meeting

- Patrick left briefly and returned in time to adjourn the meeting.
- Jenn motioned to adjourn at 8:56pm
- Matt seconded
- Approved unanimously