

# **Complete Count Committee Meeting Minutes**

## **May 6, 2020; 7:30-9:30 p.m.**

**Committee Member Attendees:** Matt (co-chair), Jenn (co-chair), Kristina (secretary), Patrick, Alissa, Matt, Christine, Steven  
**Staff:** Jan Guszynski

Meeting started late at 7:47pm (technical difficulties)

### **1. Welcome and Introductions; Resignation**

- Heavy heart that we acknowledge Sam's resignation as his personal obligations have shifted.
- VOTE: Matt moved to accept his resignation
  - Patrick: second
  - Approved unanimously
- How many committee members are there (11)
  - Not present: Leanne, Mabel, Mabel's sister

### **2. Approval of April 20, 2020 Meeting Minutes**

- Elected to table approval until budget corrections are made
- Matt: moved
- Jenn: seconded
- Approved unanimously

### **3. Staff Liaison / Member Updates**

- **General Updates / HVL & PGC Response (Jan)**
  - i. 51.4% self-response rate for HVL
  - ii. PGC at 58.3%
  - iii. MD at 61.2 %
  - iv. PGC goal remains to raise self-response rate by 15% each month
  - v. Food distribution included our census stickers
    - 1. Comms dept is working on flyers to include in future distributions; targeting seniors and immigrants
  - vi. T shirts can be used by volunteers so long as they wear them during distribution
  - vii. City has also sent out email to residents
    - 1. Tue dedicated to Census when there aren't COVID updates
    - 2. FB has been used to promote Census efforts as well
  - viii. Data collection for US census is accepted through 10/31
    - 1. Our budget needs to be spent by July 31

2. Strategy will be to spend down grant monies first so that monies left after July 31 will only be funds allocated by the city
- **Budget Review (Jenn & Matt)**
  - i. Current spreadsheet tally includes all spend PLUS Steven's \$2000 FB and Instagram ad buy
  - ii. Jan isn't sure where discrepancy came in – possibly staff time that shouldn't have been included because it isn't charged to the committee or items that were allocated for purchasing but were cancelled due to COVID
- **New Promo Items (Patrick)**
  - i. Reviewed prices/email from Patrick
  - ii. Bids from Doyle Printing & Signs on the cheap.com
  - iii. Recommends Doyle: cheapest, local, no delivery fee
    1. English and Spanish on both sides
    2. Run of 200
  - iv. How to divide up?
    1. Ideally by ward – maybe through council members so we don't oversaturate in wards that are overrepresented
    2. Regulations
    3. City would distribute signs to public spaces on our behalf (e.g., major crossroads)
    4. Low response rate from apartments (e.g., UTC area)
  - v. Design question
    1. Want to be sure not too much text because yard sign doesn't have much real estate (e.g., big belly template is too text heavy)
    2. Model it after banner on HVL website banner – need to include URL
    3. Signs are 18" x 24"

VOTE: to allocate \$1275 for 200 signs from Doyle's printing

Matt: motion to approve

Patrick: second

Approved unanimously

- vi. Chalk painting
  1. More logistically challenging/complicated, coordination with city, the yard signs are likely more effective, impactful, and longer lasting
  2. ROI with chalk is low and higher for signs
- vii. Postcard
  1. Discussion about sizes
  2. Jane got quotes from one vendor – may need more quotes

3. “write til you’re happy” online social event
4. TABLED UNTIL NEXT MEETING – short on time

#### **4. Committee Updates**

- **FB & Instagram (Steven & Matt)**
  - i. Steven is collecting assets to then share with the city to manage copy using Steven’s template
  - ii. Steven thinks he can wrap this up by the end of next week
- **Email Campaign (Alissa)**
  - i. Sent a draft to Jan and other content to Matt and Jenn to consider
- **Civic & Non-Profit Outreach (Jenn et al.)**
  - i. List was assigned to divide and conquer by Jenn and Matt
  - ii. Matt: with churches reached out to so far – got a few responses; some churches are doing outreach
  - iii. Christine: currently working with Ms.Bade to develop a comms strategy through official channels; will use that template with other schools once it’s ready to go
  - iv. Jenn: hasn’t started yet
- **Other Updates**
  - i. Discussion about data sources
  - ii. Emphasis/concern about West Hyattsville report rate
  - iii. Demo from Patrick with TIGERweb from 2020Census
  - iv. Strategy to target apartments and partner with apt managers
    1. Better infrastructure (e.g., roads, lighting, safety) leads to more apartments being rented with less turnover
  - v. COVID strategy?
    1. May be tricky to make a direct correlation between PG county spikes in COVID and lack of funding from 2010 census
    2. Alternative: “Do you care about access to public health? Infrastructure to support our hospitals? Complete the Census to ensure our community and hospitals don’t miss out on potential federal funds tied to Census participation.”
  - vi. Steven shared boxes that might be another alternative opportunity to promote message (e.g., store or transport flyers)

#### **5. Review & Close Meeting**

- **Public Comments**
  - i. N/A

#### **6. Goals & Date for Next Meeting**

- Correct 4/20/20 meeting minutes and approve
- Virtual party

- Committee assignment updates
- Outreach to apartments strategy
- Messaging
  - Hospital related (subtle nod to COVID)

#### **7. Close Meeting**

- Matt: motion to close 8:55pm
- Steven seconded
- Unanimous approval