

Complete Count Committee Meeting Minutes

June 3, 2020; 6:00 – 7:00 pm

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

Jenn called the meeting to order at 6:14pm; running late while waiting to establish quorum.

1. Approval of May 20, 2020 minutes

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

2. Staff Liaison / Member Updates

- **General Updates (Jan)**

- i. Reminder that we're being recorded
- ii. As of today
 - 1. MD: 64.9%
 - 2. PG: 62.5%
 - 3. HVL: 55%
- iii. Attended multi-cultural call
 - 1. Targeted resources available to us especially for Spanish and French speakers, Mandarin as well
 - 2. Includes dialects, translations, and joining us for events
- iv. UMD's office of engagement is hosting an event with PGC Complete Count (June 22) – digital takeover of all social media (Count MD)
 - 1. UMD have put together an amazing toolkit
 - 2. Jan will connect them with appropriate resources
- v. City is offering us the opportunity to join them in their food distribution in Magruder Park (wear shirts, social distance, Spanish speakers especially welcome)
 - 1. Can offer paper questionnaires
 - 2. Offer Q&A to have a discussion with folks – identify obstacles in completing questionnaire
 - 3. Every Tuesday to do this (9:30am) and it ends at 12:00 pm at the latest
 - 4. T-shirts are being distributed to HVL volunteers and staff to help spread the message
 - 5. Steven volunteered to help; Jan may be able to volunteer and/or other non-committee member volunteers – Jan to reach out to other potential volunteers; come back to committee as needed

- **Budget Review with Census Grant (Jenn & Matt)**
 - i. Zoom account for committee (Jenn)
 - 1. So we don't get bumped
 - ii. Mask match project (Christine)
 - 1. Route1 MaskMatch
 - 2. Distribution point for fabric handsewn masks to distribute them to populations that are most in need of those masks
 - a. Partners include HVL, College Park, Casa, Councilmember Taveras, etc.
 - b. These audiences overlap with our target audience and Christine has reached out to their leadership to see if we can partner with them
 - c. Each mask is packaged with instructions – can we add a census blurb on those flyers?
 - d. They have a fundraising need. Could we consider printing a flyer that includes both instructions on how to care for the masks along with information about the census
 - e. \$440 for both 3000 flyers (\$360) and plastic bag (\$80)
 - iii. Purchase more signs – an additional 200 (\$1275)
 - 1. Target apartment complexes (50-75+ signs)
 - 2. Have support from the city which will do initial outreach, but we need to do follow through
 - iv. DPW distribution
- Postcards
 - i. Print them off and then distribute by hand to minimize cost of distribution (Mt Rainier is trying this)
 - ii. 2000 postcards + first class postage for \$0.35 per piece -- \$940 total (postage and postcards)

3. Committee Updates

- Due to shortened meeting, these updates were tabled until the next meeting.

4. Ad Campaign

- **HVL Video Contest (Jenn)**
 - i. Only cost would be a prize – buy small business gift cards (approve \$500)
 - ii. Purchase window cling which are easy for small businesses to include/post.

MOTION to approve \$8000 spend on the ad campaign (Jenn)

- \$8000 to cover everything discussed so far in this meeting

- \$4790 balance from Jan's Promo & Design Costs
- \$500 small biz giftcards
- \$15 Zoom
- \$440 MaskMatch
- \$1275 more signs
- \$1000 window clings
- Matt seconded
- Approved unanimously
- About \$7000+ remaining in the budget after this allocation
- **New Comms Themes (Alyssa)**
 - i. Steven and Kristina will join Alyssa in the communications subcommittee; will report back to the group

5. Review & Close Meeting

- Review Goals for Next Meeting
 - i. Police and how our campaign dovetails with current developments
 - ii. Update from steven about content creation
 - iii. Porch portraits steven
 - iv. Identify apartment liaison (Matt)
- Choose Next Date & Close
 - i. June 17 at 7:30 pm – 90 minutes
- MOTION to adjourn at 6:57 pm Matt motion to adjourn
 - i. Patrick seconded
 - ii. Approved unanimously