

Complete Count Committee Meeting Minutes

July 30, 2020; 7:30 – 9:30 pm

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

Staff: Jan Guszynski

Resident: Nancy Dimaio

Matt called the meeting to order at 7:34 pm

1. Approval of July 15, 2020 minutes

- MOTION to approve July 1 minutes Matt
 - i. Patrick seconded
 - ii. Approved unanimously
- Welcome and introduction from resident (Nancy Dimaio)

2. Staff Liaison/Member Updates

- General HVL & PGC Update (Jan)
 - MD: 66.7%
 - PGC: 64.5%
 - HVL: 57.6% -- we've been fairly static for 8 weeks
- County news
 - Trump announcement that they wouldn't count undocumented immigrants
 - Word from US Census Bureau: going back to Judge Furman from SDNY who presided over citizenship question case
 - Making a case that this is a violation of the original SCOTUS ruling
 - Very high confidence that the ruling would go in their favor
 - HOWEVER damage to perception by undocumented members from hard to count/foreign born populations
 - This is a POPULATION count NOT a citizen count – emphasize this to the extent possible
- Apartment Complex Updates / Assignments (Matt)
 - Great swag from Census thanks to Steven
 - Matt and friend made swag bags
 - Can't show them because video disabled on Zoom call
 - Will be planning drop offs soon
 - Will need help with logistics
 - Christine may take over signs (last meeting); may be able to help coordinate bag distribution
 - 25 signs left at Jenn's home
 - Next wave of signs with new branding

- Consider removing/moving old signs and replacing them with new ones
- We're on the agenda for the Aug apt managers meeting (Jan)
- Budget check: \$12K left (Matt/Jan)
 - \$1275 for 200 signs and stakes for 1 version
 - we were undercharged for big belly signs; this means if we do another run it will cost us more
- MOTION
 - Authorize \$5000 towards three different types of signs (Matt)
 - Seconded (Patrick)
 - Approved unanimously
- Going Deeper into School/Faith Targets (Jenn & Matt)
 - Apt complex, middle school, adult ed, faith-based networks will become even more important – need to be a community member that these hard to count populations would trust; need an ambassador
 - Food distribution outreach netted four folks who needed help; Steven able to help three (one had a bad phone number)
 - Think about breaking down into more strategic subcommittees so it doesn't all fall on Matt
 - Without Leanne, don't currently have any school outreach/contacts – they're gearing up to start a fully remote fall – think about how to reach that demographic
 - Christine would be a good fit for grade/middle school (but not here today)
 - Need someone else for post secondary/higher ed
- No business update (Patrick)
 - Next business roundtable is unknown at this time
- Video Contest Launch (Jenn)
 - Status & Updates
 - Steven took video of Jenn; haven't seen it yet
 - Need to get contest rules out there; video can go out after the fact
 - County also has a ton of video that might be relevant/can be repurposed
 - City attorney (Skip) about whether the rules and regs are approved; communications staff is ready to flip the switch – would love to have Tracey Douglas announce this at the Monday Council Meeting
 - Ready to go as soon as Skip approves

- Alissa can start working on comms – Jan to send finalized language to Alissa; emphasize population check NOT citizen check
- Counting on committee members to promote/share this content; consider a video or something similar to share/gain traction

3. Review/Close Meeting

- Public Comments
 - Warm welcome to Nancy
 - Nancy would like to formally join the committee!
- Discuss any tabled matters
 - Get a quote on phone vendor to use CASA volunteer/contact; they're willing to call as long as we get them a list
 - Update on social media campaign from Steven; numbers pulled for first week and admin has been on vacation so no new numbers until she gets back (next week)
 - Original numbers didn't indicate which creative/campaign was getting more traction; may have more insight by next meeting
 - Discussion about why our numbers are trailing compared to our local peers
 - What are they doing more/differently: phone banking, F2F outreach, helping individuals complete the census on site, mobile census unit/operation
 - Jan to send around completion numbers for our local peers
 - Reach out to folks who are getting better traction and partner with them or try implementing their strategies in HVL
 - Peers (quick check)
 - Cheverly 74%
 - Edmonston 63.9%
 - Berwyn Heights 79%
 - College Park 44%
 - Cottage City 66.9%
 - Greenbelt 64.8%
 - Mt Rainier 57%
 - Census door knockers will start coming through starting Aug 11
 - Nancy is happy to volunteer on a subcommittee – wherever she's needed most; doesn't speak Spanish → probably will get help with apt outreach (Matt)
 - Status of mailer: money approved, but design is not hammered down
 - Jan & Alissa to work with designer – run by Matt/Jenn to approve

- Jenn to find list vendor; get 3 quotes – guessing it will be around \$500 (unclear) – clarified only need multiple quotes if it's over \$1000
 - Postcard Spanish/English – have specs to make sure the address/postage is accounted for
 - If everything is queued up by next meeting can approve postcard at next meeting and have it mailed out
- Review goals for next meeting
 - Postcard approval
 - Social media campaign update
 - Apt outreach
 - Sign strategy
 - Business update
 - Has new member been approved
- Choose Next Meeting date/time
 - City requests that we return to Wednesdays
 - Aug 12 at 7:30pm
- **Close**
 - i. Motion to adjourn at 8:28 pm by Matt
 - ii. Patrick seconded
 - iii. Approved unanimously