

# **Complete Count Committee Meeting Minutes**

## **August 12, 2020; 7:30 – 9:30 pm**

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

Matt called the meeting to order at 7:37 pm

### **1. Approval of July 30, 2020 minutes**

- MOTION to approve minutes Matt
  - i. Jenn seconded
  - ii. Approved unanimously

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

- General HVL & PGC (Jan)
  - i. As of today
    - 1. MD 67.7%
    - 2. PGC 65.6%
    - 3. HVL 58.5% -- uptick!
  - ii. Age friendly work group meeting
  - iii. Made contact with another food distribution: brighter bites
    - 1. They have additional food distribution locations (4)
    - 2. Some overlap with other municipalities
    - 3. Opportunity to include flyers (2000 boxes)
    - 4. Cost for us would likely be around \$95 for 100 flyers
    - 5. \$11,500 left in our budget
  - iv. In meeting with Tracy and other staff members
    - 1. Looking at additional partnership opportunities
    - 2. Back to school drive
    - 3. Police ice cream social
    - 4. HySwap
    - 5. Local car dealership – diaper drive
    - 6. Mobile unit
    - 7. CASA – potential funding to incentivize partnership
- Apartment Complex Team (Matt)
  - i. Tchotchkes and grab bags prepped (100 or so)
  - ii. 16 apt complexes we're targeting
  - iii. Nancy will help cover them
  - iv. Ideally looking for two additional volunteers (Christine and Steven)
  - v. Be sure to ad contest flyers to bags
  - vi. Property managers have been receptive so far
  - vii. Remove Friendship Arms (Jan has it covered)
- Middle School Team (Christine)

- i. Christine as placeholder (since she wasn't at the last meeting)
  - ii. Christine to think about whether this is a good fit
  - iii. Confirming responsibilities (e.g., outreach, grab bags)
- PG County Adult Ed Team (Jenn)
  - i. To take lead on adult ed
  - ii. Follow up where Leanne left off
  - iii. Jan to provide this info to Jenn
- Faith-Based Org Team (Matt)
  - i. This has been well covered through Matt
  - ii. There might not be a lot of new/additional work to do
  - iii. This avenue has likely been exhausted
  - iv. Avoid
- Nursing Homes (Matt)
  - i. Target them through old calls; no response from emails
- Social Media (Steven)
  - i. We're underbudget the way FB controls spending
  - ii. Ends 8/14
  - iii. \$392 for the two sets
  - iv. Third set \$94 spend
  - v. Not as much traction on Instagram

### **3. Budget review**

- Anywhere we want to allocate/reallocate funds
- \$11,500 budget remaining
- Potential spend
  - i. Brighter Bites (2000 flyers – probably around \$1000+)
  - ii. FB/Instagram minimum spend is \$1250/mo
  - iii. Yard signs
  - iv. No additional funds required for social media
- Kinkos may be cheaper – Jenn to do
- MOTION contest flyers for \$1000 to cover Brighter Bites and Apts (Jenn)
  - i. Matt seconded
  - ii. Unanimously approved
- Suggestion to purchase sign that the city could repurpose later – similar to ipads
- Concern about going through enough yard signs; no additional funds required
- MOTION to spend an additional \$1250 on FB (Steven)
  - i. Jenn seconded
  - ii. Approved unanimously

### **4. Video Contest Launch**

- Updates (Jenn)
- Getting the word out (Jenn)

## **5. Review/Close Meeting**

- Public Comments
- Discuss any tabled matters
- Review goals for next meeting
  - Hold off on postcard until next meeting
  - Apt list going out to everyone
  - Getting in touch with nursing homes
  - Jenn to work with Jan on secondary, community college outreach
  - Jenn to follow up on getting a list (commercial or otherwise)
  - Jenn to put together a video to shame folks into participating
  - Steven to follow up with apt
  - Steven to work on video
  - Christine to also reach out to property managers
  - Christine to also follow through on middle school contacts
  - Jenn to deliver signs to Christine
  - Alissa to help wherever she needs; will work on video
  - Alissa to work on sign distribution
  - Matt to delegate responsibilities to Nancy
- Choose Next Meeting date/time
  - Get back onto the correct wed
  - 8/19 at 7:30 pm
- **Close**
  - i. Motion to adjourn at 8:51 pm by Matt
  - ii. Christine seconded
  - iii. Approved unanimously