



Minutes 2020 U.S. Census City of Tempe Complete Count Committee Business Subcommittee Meeting September 17, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Business Subcommittee Meeting held on Tuesday, September 17, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Jana Lynn Granillo
Robert Miller
Nancy Baker

(MEMBERS) Absent:

Brandon Willey

City Staff Present:

Marge Zylla, Government Relations Officer

The meeting was called to order at 6:46 p.m.

Agenda Item 1 - Approval of Subcommittee Meeting Minutes: August 20, 2019

Motion: Jana Lynn Granillo

Second: Robert Miller

Approved, 2 ayes: Robert Miller, Jana Lynn Granillo; 0 nays; 1 absention: Nancy Baker

Agenda Item 2 – Discussion/Announcements from Chair

Discussion about what the final, revised membership of the committee will or should be and if that final list of membership would reflect attendance.

Agenda Item 3 – Updates from City Staff

None

Agenda Item 4 – Discussion of Subcommittee Outreach Plan

Discussion of outreach plan

- Nancy Baker plans to introduce Census Business Partner concept at the DTA meeting on 9/18/19
- Robert Miller plans to draft a partner letter to be fine-tuned and approved by Mayor Mitchell that can be sent to businesses using the business address data and given to businesses during in-person business visits
- Nancy plans to connect with Cousins, as well as her employer, Silicon Valley Bank.
- Discussion of “Census Completion in a Box” concept
 - Each downtown Tempe business could receive this

- Distribution could be facilitated by property management companies and/or DTA and/or volunteer canvasses
- Ideas for customer-centric businesses
 - What does the business use and/or customer use to go to the site and complete the Census?
 - Immediate reward from the business
 - Starbucks, ChopShop, House of Tricks, Steve's Espresso, Changing Hands
- Recognition system—public recognition and/or an event
 - Event is likened to the event that used to happen for Boards and Commissions to acknowledge service
 - Media option
- Volunteering opportunities with business groups
 - For example, businesses with volunteer opportunities at TCAA could assist in adding fliers to food boxes
 - Using this volunteer opportunity that a company could add to their annual report
 - Looking at it from the “give back” perspective
- Donating time to Downtown Tempe Foundation
- Connect with downtown businesses
 - Downtown Census day
 - Opportunity for public art interaction
 - Could be during a festival
 - Give out stickers
 - QR Code w/ the Community Art
 - SVB would fund that type of outreach
 - Instagram ability
 - Julie would get the artist from ASU
- March for Census/Walk for Census
 - Ravine at Dhaba, Robert can be in touch
 - Connect with people at Don Carlos

Agenda Item 5 – Discussion of Calendar of Events

- March Tempe Arts Fair as option
- Discussion of the Business Subcommittee's outreach being structured differently to target businesses specifically

Agenda Item 6 - Proposed Future Agenda Items

Questions from the Committee

- Is the Census site mobile friendly?
- Is there a Foundation or non-profit entity connected to the Census for time or monetary donations?

The next meeting is to-be-determined in October 2019.

Meeting was adjourned at 7:23 p.m.

Prepared by: Marge Zylla
 Reviewed by: Nikki Ripley