



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

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

(MEMBERS) Present:

Co-chair: Elizabeth Cling

Members: Nancy Baker, Gary Brennan, Jennifer Chau, Casey Clowes, Anthony Contente-Cuomo, Glenn Davis, Cindy Denton, Jana Lynn Granillo, Linda Knutson, Shereen Lerner, John Michael Linda, Candyce Lindsay, Robert Miller, Paul Mittman, Selianna Robles, Rosemary Walsh.

(MEMBERS) Absent:

Joaquin Rios (co-chair), Megan Costa, Robert Cox, Jennifer Liewer, Gerardo Lopez, Nancy Siefer, Roy Tatem, Brandon Willey.

City Staff Present:

Natalie Barela, Marie Chapple Camacho, Elizabeth Higgins, Ken Jones, Kathy Nugent, Nikki Ripley, Shauna Warner, Marge Zylla

Guests Present:

US Census Bureau: Vianey Celestino

The meeting was called to order at 6:05 p.m. by co-chair Elizabeth Cling

Agenda items were taken out of order to wait for members still arriving so they could take part in the group photo which was Agenda Item 1.

Agenda Item 2 – Approval/acceptance of minutes from the August 20, 2019, Complete Count Committee meeting

Ms. Cling noted that Nancy Baker was missing from the attendance list on the draft minutes and that she should be counted as absent from that meeting.

Mr. Miller motioned for acceptance; seconded by Mr. Contente-Cuomo.

The minutes were approved by all.

Agenda Item 3 – Discussion/announcements from co-chairs

- a. Recognition of committee members' Census outreach work
Ms. Cling recognized committee members who have been participating in events to create awareness of the Census: Jennifer Chau for Census training for Asian

Americans and Pacific Islanders; Gary Brennan for arranging for Tempe Human Services Department staff to speak about the Census to the Arizona Council of Human Services Providers; John Linda, Selianna Robles, Linda Knutson and Rosemary Walsh for adding flyers to food boxes at a local pantry. Those flyers about Census confidentiality will go to families typically in undercounted populations. She also reminded the committee more coming up that they could volunteer for.

b. Sept. 19 Tempe City Council Work Study Session

Ms. Cling said she and co-chair Mr. Rios would be doing the presentation and invited all committee members to attend the WSS which will be held at the Tempe History Museum.

c. October 15 meeting - need to move to a new date

Ms. Higgins noted that October 15 is a religious holiday so a new date will need to be found for the next meeting. She will send out a Doodle poll to committee members of potential dates to choose from.

d. Other updates and information

Ms. Cling announced that co-chair Joaquin Rios is stepping down due to his work schedule, but he will continue to be on the committee. The mayor will choose the new co-chair.

Ms. Cling also introduce the new Police Department liaison Officer Natalie Barela. Ms. Barela said she is looking forward to working with the committee and the city staff to help assist with the Census needs.

Ms. Cling also noted a change in the usual agenda process to eliminate the overview of subcommittee activities when the committee reconvenes. This was to help streamline the meetings and give subcommittees more time to work.

Agenda Item 1 - Complete Count Committee group photo

Photos were taken of the committee members and of city staff working on the Census to help publicize that residents were working on the community outreach.

Agenda Item 4 Discussion from Census Staff

Ms. Celestino reminded the committee that Census was hiring and ask them to please spread the word.

- a. Ms. Celestino brought a proposal forward to the committee for a joint project with the City of Tempe and Arizona State University facilitated by U.S. Census staff. It's an ideal generation project used successfully in El Paso that would be recreated in a local workshop. She referred to the handout given to committee members as to how the workshop look and what outcomes resulted from it. Attendees would create personas to use for digital media to promote the Census. Committee members and local citizens would generate ideas that would be brought to design by ASU graphic arts students. In El Paso, these personas represented various people and populations of the community. ASU is on board and would like Tempe to take part. Ms. Celestino would work with Tempe city staff to find a date, possibly in early November, and a location and to inform the committee members. She asked for assistance to find prizes to donate to the

student artists who participated. Several committee members had ideas to help and would follow up on those.

Ms. Granillo asked if community college students could be considered to participate. Ms. Lerner said that Mesa Community College is involved in the Census and might be considered. Mr. Linda asked what the Complete Count Committee's role would be and Ms. Celestino responded they could come up with issues and barriers that need to be overcome that would help the student artists create the personas and content. Ms. Baker asked if it would become public art and Ms. Celestino answered it would be used by anyone promoting the Census. Committee members voiced their approval for the project.

Agenda Item 5 - Updates from city staff and / or Census Staff

Ms. Chapple Camacho provided updates:

- a. Local and regional communications: icount2020 campaign radio ads should start in mid-October.
- b. Tempe communication plan – committee members were given copies of Tempe's Census communication plan that will be presented before the City Council Work Study Session on September 19, 2019. She noted the plan was a snapshot of the subcommittee work as it stood at present and was derived from the draft workplans and subcommittee minutes. Subcommittees should continue to work on their workplans.
- c. Calendar of events – committee members should review the calendar of events handout during subcommittees to indicate which events the committee should consider for participation. Ms. Chapple Camacho will then review which ones would have space or availability for Census participation. She is investigating a sign-up platform for the committee members to use for volunteering. For these events, a notice may need to be posted of a potential quorum and that no committee work will be done at that time.

Agenda Item 6 – Adjourn into subcommittee meetings

Ms. Cling broke the meeting at 6:41 p.m. to begin subcommittee meetings for Business, Community Outreach and Special Populations, Education, and Faith and Nonprofit.

Agenda Item 7 – Reconvene Complete Count Committee

See the individual subcommittee minutes for full summaries of the discussions.

Ms. Cling reconvened the committee at 7:25 p.m.

- a. Future meetings and proposed agenda items
 - i. Reminded committee of the September 19, 2019 Work Study Session to discuss the progress of the Complete Count Committee
 - ii. The October meeting may be the last one that will have subcommittees. The committee may move forward without the breakouts and do its work as an entire committee.

Meeting was adjourned 7:28 p.m.

Prepared by: Marie Chapple Camacho
Reviewed by: xxxxx