

AD HOC CENSUS COMPLETE COUNT COMMITTEE
October 14, 2009

Call to Order. Chair Deupree called the meeting of the Ad Hoc Census Complete Count Committee to order at 10:05 A.M., on Wednesday, October 14, 2009, at the Vision Beloit Conference Room, 500 Public Avenue, Beloit, WI.

Committee Members Present: Chair Neil Deupree, Supervisor Betty Jo Bussie, Melissa Badger, Nancy Nienhuis, Michelle Ebbert, Inga Jacobson, Steve Kinkade, Steve Gregg, John Kalkirtz, Linda Ward.

Committee Members Absent: Jim Brandenburg, Linda Clark, Regina Dunkin, Rebecca Houseman, Supervisor Brian Knudson (excused), Terry Nolan, Kerri Parker, Marc Perry, Sherry Waege (excused).

Staff Members Present: Josh Smith, Assistant to the County Administrator.

Others Present: Steven Vedro, Partnership Assistant, Chicago Regional Census Center, U.S. Census Bureau; Linda Renaud and Alice Lamont, Beloit League of Women Voters; Phil Lamont.

Approval of Agenda. Ms. Nienhuis moved approval of the agenda as presented, second by Mr. Kinkade. ADOPTED.

Approval of Minutes. Ms. Badger moved approval of the minutes of September 23, 2009, as presented, second by Mr. Gregg. ADOPTED.

Update on Activities Since Last Meeting

Potential Sites for Census Activities. Mr. Vedro asked the Committee to keep the site information coming in and said they need contact information also. In November the push for recruiting and testing for positions will begin. The first sites needed will be for testing. The test takes one half hour, so a one and a half hour window would be sufficient. Chair Deupree requested potential site information – how many we have and how many we need?

Report on October 13th Media Training Session. Mr. Smith said Mr. Perry attended the session in Madison. He will report at the next meeting.

Possible Corporate Partnership with Liberty Tax Service. Mr. Smith advised he talked with Barb Bartlett, the owner of the Liberty Tax Service franchise. She, in turn, talked with Dan Elsaas and indicated Liberty Tax Service is very interested in helping out and distributing information.

Mr. Vedro said there is a National Partnership Program and this Committee has the ability to partner with businesses. Mr. Elsaas will bring information to a future meeting. He said they have store decals available for partnering businesses.

Activities in Specific Areas of Outreach. Chair Deupree advised Jose Hernandez, the Pastor of the Hispanic church at New Life Assembly of God, has agreed to become a member of this Committee. Supervisor Bussie suggested the Pastor at River of Life United Methodist Church in Beloit.

Work Groups

Government. Supervisor Bussie advised when she thinks of something she passes it on to Mr. Smith.

Education. Ms. Badger said she contacted Superintendents and Administrators in the Rock County area. She has their e-mail addresses whenever we are ready to send out materials. Ms. Nienhuis said she contacted most of the nursing homes and CBRFs and they are all happy to cooperate in any way they can. She asked for more information to take back to them. She also asked about helping people in nursing homes and CBRFs to fill out their census forms. Mr. Vedro advised there is a separate form for “group quarters”, i.e., nursing homes, prisons, dorms, etc. Canvassers will work directly with the Administrators of these places.

Ms. Nienhuis said we need to put information together on why it is important for Rock County to get a complete count. Mr. Vedro said he can identify the level of federal funds coming into Rock County through the population. Chair Deupree asked the minimum number of people required to be eligible for “group quarters canvassing”. Supervisor Bussie said we need to let people know there are no repercussions when filling out census forms. Mr. Vedro said there will be public service announcements coming in January for public outreach.

Mr. Smith said Rock County Human Services provided information on homeless shelters, which was requested by the Census Bureau.

Ms. Ebbert said Homecoming was held in Milton last weekend. Inserts were placed in all the programs. Chair Deupree asked about the school curriculum items with Mr. Vedro advising he does not have them yet. There are items on the website and he asked Ms. Badger to tell people to visit the website and give their feedback.

Mr. Vedro commented on there being no testing site in the southern part of the County – Beloit. Mr. Kinkade said the Red Cross has offered space, as has the Merrill Community Center. Chair Deupree suggested churches. Mr. Vedro said an Assistant Manager for Recruiting has been hired and is currently in training.

Faith-Based. Chair Deupree said he has a letter which has not yet been sent. He will work with Mr. Hernandez and other ministers to get the letter out.

Media. Mr. Kalkirtz talked with a person at WBEZ who indicated they are excited about finding workers for the intake process. He attended the Beloit Senior Fair and Mr. Elsaas was there. At this time they have 45-50 possible workers. Information has been posted at the Senior Center about the need for intake workers. Mr. Vedro said Chicago is putting information on the website for the media to use.

Community Based. Mr. Kinkade said he talked with many organizations which would be available as census sites and they all agreed they will be available to provide information for their clients. He also made them aware of the possibility of short-term jobs. He commented what is now needed is materials and more specifics. Ms. Ward volunteered assistance from the Stateline Literacy Council offices.

Business. Mr. Gregg said he has a standing invitation to put items in newsletters – he just needs to know what message and when? He will reach out to other parts of the County as he is interested in the community partnerships option.

Recruiting. No one present.

Discussion of Timeline. Chair Deupree advised a timeline was put together by Supervisor Knudson and Ms. Waege and was included with the agenda. He went through it with the Committee.

Chair Deupree said we are working on the list of Assistance Centers. Community events are being worked on and we need to find one for Janesville. We need to have a contact person for each community group so they can be invited to a CCCC meeting/event.

The Committee briefly discussed creating a Rock County logo or motto, but agreed to use the national promotion, “In Our Hands”, and personalize it for Rock County.

One of the suggestions is that Rock County and local governments include “2010 Census” on their websites. Chair Deupree suggested a “Complete Count Committee” website, with Mr. Gregg suggesting a link on the County’s website. Mr. Smith said he will put the minutes and agendas on the County website. We could also list the location of census information, test sites, etc.

While we have received some promotional materials, Chair Deupree said he would like to see a reservoir of materials in Mr. Smith’s office. Mr. Vedro advised no materials will be available until the end of the year. Ms. Ebbert said she returned about 600 flyers from the Homecoming event and Mr. Vedro agreed to leave 100 in Rock County.

Another suggestion was including information on the Census in tax bills. Mr. Vedro said the point could be made that the census count determines the amount of state and federal aids the County and municipalities receive. Chair Deupree said it would be helpful to get a list of government programs that benefit from an accurate census count and he will work on this for the next meeting.

The Committee agreed with the timeline as presented.

Issues for Next Meeting Agenda. Chair Deupree asked that “Discussion of How the Chair of the Committee Can Assist the Work Groups” be placed on the next agenda.

Future Meeting Dates and Locations. The next meeting of this Committee will be Wednesday, November 4, 2009, 10:00 A.M., in Conference Room N-1 on the fifth floor of the Rock County Courthouse.

Citizen Participation and Announcements. Mrs. Lamont commented it is great we are all on top of this.

Chair Deupree asked Ms. Ward which work group she would like to be on and she said the Community Based work group. She said she serves a population that can be hard to reach. She requested information in Spanish and offered her assistance in getting the information translated into Spanish. She said the sooner the information can be distributed the better. Chair Deupree asked Ms. Ward to put something together that could be printed.

Adjournment. Chair Deupree adjourned the meeting at 11:19 A.M.

Respectfully submitted,

Linda Milligan
Confidential Administrative Assistant

NOT OFFICIAL UNTIL APPROVED BY COMMITTEE.