

2010 Census Complete Count Committee **DRAFT**

Minutes of Feb. 22, 2010, Complete Count Committee

Committee Members

Joyce Finkelstein, GVCCC, Chair
Jeannie Maldonado, PCOA
Mary Okoye, City of Tucson
Walker Smith, City of South Tucson
June Webb-Vignery, MEC
Josh Wright, Town of Marana

Staff

Robert Done
Sheila Storm

Public/Agencies

Laura Cummings, U.S. Census Bureau

1. Call to Order and Introductions

The meeting was called to order by the Chair at 11:06 a.m. and introductions were made.

2. In-Kind Form

In-kind form was routed among attendees.

3. Review and adoption of Jan. 11 meeting minutes

After discussion and with no objection, the committee adopted the Jan. 11 meeting minutes.

4. March to the Mailbox

- **Sheila Storm, PAG**

Ms. Storm introduced the March to the Mailbox campaign and Ms. Cummings described how promotional events would be held in hard to count areas in the PAG region.

5. Media Subcommittee Report

- **Sam Negri, Pima County**

Mr. Negri was not able to attend so Ms. Storm summarized the activities of the Media Subcommittee, including billboards featuring Dr. Carmona as the local Census spokesman.

6. Community-Based Organizations Subcommittee Report

- **Joy Wilcox, Primavera Foundation**

Ms. Wilcox was not able to attend so Mr. Done reported that members of the Community-Based Organizations Subcommittee were working with Census staff to identify locations of homeless camps and an effective protocol for counting the homeless.

7. Education Subcommittee Report

- **June Webb-Vignery, Metropolitan Education Commission**

Ms. Webb-Vignery summarized the activities of the Education Subcommittee, including a Census flyer that will be included in TUSD grade reports in hard to count areas.

8. Business Subcommittee Report

- **Robert Medler, Tucson Metropolitan Chamber of Commerce**

Mr. Medler was not able to attend so Mr. Done reported that the Tucson Metropolitan Chamber of Commerce was providing opportunities at several of its events in February and March to conduct outreach and that these events were being staffed by the Census.

9. South Tucson Subcommittee Report

- **Walker Smith, City of South Tucson**

Mr. Smith reported that an event will be held in South Tucson on April 1 that will be used to promote the Census. Ms. Cummings indicated that March to the Mailbox promotional items could be used at this event.

10. Next Meeting

The next meeting was scheduled for April 12, 2010, at 11:00 a.m.

11. Other Business

- **Outreach Events and Poster Distribution**

Mr. Done distributed a log of localized census poster distributions and a list of possible opportunities to conduct census outreach. Mr. Done also distributed a supply of business cards with contact information for those interested in a job with the U.S. Census.

12. Adjournment

After completing all of the agenda items, the Chair adjourned the meeting at 11:54 a.m.

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