

FINAL
CENSUS 2010 - COMPLETE COUNT COMMITTEE
MEETING MINUTES
FORT LAUDERDALE CITY HALL, 100 N. ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, SEPTEMBER 16, 2009 – 1:00 PM-3:00 PM

CENSUS CCC MEMBERS	ATTENDANCE	CUMULATIVE	
		9/09 – 5/10	
		PRESENT	ABSENT
Myrna Loy Currie	P	1	0
Nadine Hankerson	P	1	0
Bobby Henry, Sr.	P	1	0
Mark E. Ketchum, Vice Chair	P	1	0
George Mihaiu	P	1	0
Junia J. Robinson	P	1	0
Wiley D. Thompson	A	0	1
Jimmy Witherspoon, Chair	P	1	0

STAFF

Commissioner Bobby B. DuBose, District III
 Jeff Modarelli, Director, Public Information Office
 Randall Robinson, Liaison, Planner II, Planning & Zoning Department
 Petula Burks, Public Information Office Specialist
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

- The Committee requests that the City Commission appoint members for the vacant seats on the Census 2010 Complete Count Committee who are available to meet at 3:00 p.m. on the third Wednesday of each month, beginning October 21, 2009.

The inaugural Complete Count Committee meeting was called to order at 1:12 p.m. by Jeff Modarelli. At Mr. Modarelli's direction, Commissioner DuBose was invited to address the Committee; therefore Item II was moved up on the agenda.

II. Remarks by Commissioner DuBose

[This item was taken out of order on the agenda.]

Commissioner DuBose thanked the members of the Committee for volunteering their time. He emphasized the importance of the Committee and the great impact the Census has [on Federal funding] for the City of Fort Lauderdale. During the current time of economic downturn, every person needs to be counted for the City to receive appropriate funding as a result of the Census.

Commissioner DuBose expressed to the Committee that they are a great team assembled to accomplish the task. He thanked them for the “outstanding” job he knows they will do as committed members. He invited the Committee to call him with questions or concerns at any time, and he plans to attend as many of the meetings as possible. He stated he “cannot emphasize enough how important this is.” The City Commission is fully involved and engaged in regards to this matter, including staff and resources. He looks forward to hearing more from the Committee in the future.

I. Introductions

Mr. Modarelli invited members and staff to introduce themselves.

Jeff Modarelli - He is the Director of Public Information and has been with the City for 13 years serving in different capacities. He has also been the liaison for up to eight boards and added that he really enjoys the function and duty of his position. He concluded by saying “with great minds at the table, the City Commission has asked [the Committee] to get the message and the word out as far as the Census goes.”

Mark E. Ketchum - He lives in Victoria Park and has been involved in the community for many years.

Junia J. Robinson - She is with the City of Fort Lauderdale Police Department working as a Community Relations Specialist. She has been with the Department for nine years and has been serving as liaison to the Haitian community. She also works as a victim’s advocate for homicide and police involved shootings. Her passion regarding the Census is to work with the Caribbean community to assure they are included in the count.

Randall Robinson - He works for the Planning and Zoning Department as a Planner and is Staff Liaison to the Committee.

Petula Burks - She works at the Public Information Office at the City and is assisting Mr. Robinson in his role as liaison.

George Mihaiu - He is a resident of Symphony and does neighborhood newsletters for the Civic Association including Rio Vista, Harbor Beach, Lauderdale Harbors and one newsletter in Oakland Park.

Reverend Jimmy Witherspoon - He is the youth pastor in District III at the Gospel of Christ Church, formerly First Baptist. He is also a School Board employee and expressed he wants to “make a difference.”

Bobby Henry, Sr. - He is publisher of the *West Side Gazette*, which is Broward County's oldest and largest black-owned newspaper. He expressed that they are a "positive paper for a positive people." He is also involved with Broward County's Complete Count and is participating on the Committee to encourage involvement to be "inclusive not exclusive," keeping in mind that "all of us count."

Dr. Nadine Hankerson - She is a native Floridian and a quantitative economist. She understands the Census and can "take numbers, count them and simplify them." She added that she would be a "foot soldier" to get appropriate people to assist the Committee in making sure the count is accurate.

Myrna Loy Currie - She is Program Director for the Community Hope Center, a faith-based ministry of First Baptist Church. She has lived in Fort Lauderdale for 19 years and has many church and grassroots connections. She is also a Professor at the University of Fort Lauderdale and an entrepreneur. Her interest is to see the City thrive.

Mr. Modarelli stated that Ms. Battle would "kick off" the meeting and explain how the Census Bureau is preparing for the 2010 Census and what they are calling on the City of Fort Lauderdale to do. He then asked Petula Burks to explain what actions the City has taken so far in regards to the Census.

Ms. Burks stated that the [Census] information has been on the website for three months. With the Committee's guidance, staff would be adding to the website. City Staff has also put information in the "civic package," which is mailed monthly to the HOA [Homeowner Association] presidents, who then put the information into their HOA newsletters. The information has been on [the City] radio station and on Channel 78. As the Committee makes decisions and gives directions, staff will "plug" the information provided into templates that have been created for press releases.

Mr. Modarelli informed the Committee that the Public Information Department would come alongside Randall Robinson and "share the liaisonship," while working together to "get the word out." In regards to complying with the Sunshine Law, he requested the Committee members communicate through Mr. Robinson. He then introduced Gloria Battle.

III. Presentation by Gloria Battle, U.S. Census Bureau *The Role of Complete Count Committees*

Ms. Battle addressed the Committee and thanked the members for coming. She expressed the "enormity" of the task with the 2010 Census starting in six months. On April 1, 2010, every "breathing person on American soil" needs to be counted, whether documented or undocumented, noting that each person has an impact on the services provided in the United States. Using healthcare as an example,

she explained that citizens and non-citizens are served by government resources and “cause a drain on the system.”

Ms. Battle explained that the United States Census Bureau in Washington is broken down into 12 regions. Atlanta is one of those regions, covering the States of Georgia, Alabama and Florida. For Census purposes, the states are further broken down into local offices, including the City of Fort Lauderdale office on Las Olas Boulevard.

For interest in Census jobs, she referred the Committee to the website address: www.2010census.gov. Mail for Ms. Battle can be sent to P.O. Box 21, Deerfield Beach, Florida, 33443-0021.

Ms. Battle stated that the U.S. Census Bureau is responsible for the count based on the Constitution of the United States. Every 10 years, the Bureau must certify, to the sitting President, the number of people on American soil. The result of the Census count affects:

- Voting - including “where the lines are drawn”
- the number of people in Congress
- how districts are set up in the City of Fort Lauderdale
- funding of hospitals, roads, waterways and schools

Funding starts with the Federal Government, then goes to each state based on the Census Complete Count, which then determines the amount of funding each city receives. Each city then determines how to allocate funds toward each of the operations the city runs.

Ms. Battle used a slide presentation to further explain the 2010 Census and the purpose of the Complete Count Committee.

Following her presentation, Ms. Battle directed the Committee members to separate into two groups for the purpose of going through an exercise. Each group studied an example of a community and how the Census would be applied to the community based on demographics, such as education, income, age and gender.

During the group activity, Ms. Battle made additional comments as follows:

- The exercise would assist the Committee in understanding how to come up with strategies the City can implement to create awareness and to have an impact on the Complete Count.
- “Snowbirds” need to be counted. For this category, Lighthouse Point is using doorknockers.

- The City would be working in conjunction with the Broward County Complete Count Committee. The State also has a Complete Count Committee.
- Dollars have been allocated to each state, county and city for implementing the 2010 Census.
- While waiting on Census dollars, the Committee and City Staff would continue using local media resources to educate the community.

Mr. Ketchum expressed concern about the “hard to reach” people who are not members of homeowners associations and may not pick up various newsletters. He believes a media plan for newspapers would assist in educating people about the Census. Ms. Battle agreed, acknowledging the challenge the Committee has to educate different groups in the community.

Ms. Battle encouraged the Committee members to determine what each of them needs to do in order to “bring about awareness of Census 2010.” She pointed out that people in each neighborhood are going to listen to people who are from those neighborhoods. The exercise was designed to help the members steer others regarding how to bring about awareness of Census 2010, and to develop strategies for reaching different tracts.

Ms. Battle invited questions from the Committee and gave her contact information. She added that she is available to speak to homeowner groups and for other events. The Committee would be provided with sample Census questionnaires in English and Spanish.

A copy of the test to apply for enumerator positions that will be assigned to work the various tracts is online and can be downloaded and studied prior to taking the test. If there are faith-based or community groups that want to assist residents in hard-to-count communities with studying the test, written samples of the test are available from [the City of Fort Lauderdale office on Las Olas Boulevard].

Mr. Mihaiu inquired about the dates for the Census and Ms. Battle stated the following:

- The Census will be mailed March 15, 2010.
- The Census is due April 1, 2010.
- The campaign of knocking on doors begins April 15, 2010.
- The mailers are Geocoded to enable the creation of a list of mailers that were not returned.
- The Geocodes are specific to each household and prevent fraud from occurring, such as the submission of duplicate forms.

Ms. Battle explained that the Census contains 10 questions and is easy, safe and completely confidential.

V. Election of Officers

[This item was taken out of order on the agenda.]

Mr. Modarelli instructed the Committee to elect a Chair and a Vice Chair before continuing the meeting.

A **motion** was made by Mr. Mihaiu, seconded by Mr. Henry, to nominate Reverend Witherspoon as Chair of the Committee. In a voice vote, the **motion** passed unanimously.

A **motion** was made by Mr. Henry, seconded by Ms. Robinson, to nominate Mr. Ketchum as Vice Chair of the Committee. In a voice vote, the **motion** passed unanimously.

IV. Discussion: Meeting Schedule and Next Steps

Mr. Modarelli stated that he would provide parking passes to the Committee members and name placards for the meetings. He then passed out a copy of Resolution No. 09-156. The document provided the membership qualifications, length of term, and the purpose and duties of the Complete Count Committee members. He added that specifications for membership were set-up with the assistance of Ms. Battle. Those requirements correspond with the information she presented and with the goal of creating awareness of Census 2010.

Mr. Modarelli explained that due to the Sunshine Law, the sub-committees Ms. Battle referred to in her presentation would consist of the Committee members going out into the community to gather information, get ideas, and then, making recommendations to the Committee “at this table.” All the methodologies discussed, such as radio and the media, would be used to accomplish the purposes of the Committee in making sure that every person would be counted.

The legislation permits the Committee to consist of 12 members. He reiterated that the members can go out and talk to people and invite people to attend and speak at the Committee meetings, but technically there are no sub-committees.

Mr. Robinson suggested they discuss the meeting schedule. He shared that Mr. Wiley Thompson was unable to attend the meeting, and Mr. Thompson had expressed that the scheduled timeframe would be difficult for him.

Mr. Modarelli mentioned there are four remaining “open spots” on the Committee. Mr. Ketchum recommended the Committee decide on a time to meet and then request that the City Commissioners appoint [additional] members who are available to meet at the time decided upon.

After discussion, it was decided the Committee meetings would be held on the third Wednesday of each month from 3:00 p.m. to 4:00 p.m. for the next three months. The next meeting was scheduled for October 21, 2009. Ms. Battle stated that as the March 15, 2010 date approaches, the Committee may want to meet more often.

Mr. Mihaiu inquired about the procedure for communicating to the City Commission following the meetings. Mr. Modarelli explained that there is a section on the agenda, "Communications to City Commission," where the Committee can add items of importance to bring to the attention of the City Commission. When an item is included in that section of the minutes, the Mayor addresses the item up at the City Commission meetings. In addition, the minutes from the Committee meetings go to the City Commissioners to read.

Mr. Ketchum requested that the "message of importance" to the City Commission be that the City Commissioners appoint Complete Count Committee members who would be able to attend regular meetings at 3:00 p.m.

Mr. Mihaiu noted that the [Complete Count Committee Guide] recommended developing an action plan to include events and activities to support efforts to meet the goals and objectives of the 2010 Census. He stated that members should go through the booklet and be prepared to discuss the action plan as an agenda item for the next meeting.

Ms. Hankerson agreed, stating that the Committee should organize the planning stages of their plan between now and December. She added that by January the Committee could put implementations in order and by March "we're moving."

Mr. Mihaiu agreed and Mr. Modarelli stated that discussing the action plan would be on the agenda for the next meeting.

With no further business to discuss, the meeting was adjourned at 3:00 p.m.

[Minutes prepared by Jennifer Picinich, Prototype, Inc.]