

FINAL
MEETING MINUTES
CENSUS 2010 - COMPLETE COUNT COMMITTEE
FORT LAUDERDALE CITY HALL, 100 N. ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, DECEMBER 16, 2009 – 3:00 PM-4:00 PM

CENSUS CCC MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Jimmy Witherspoon, Chair	P	4	0
Mark E. Ketcham, Vice Chair	P	4	0
Myrna Loy Currie	P	4	0
Nadine Hankerson	A	3	1
Bobby Henry, Sr.	A	1	3
George Mihaiu	A	3	1
Junia J. Robinson	A	2	2
Wiley D. Thompson	A	0	4
Elaine Fiore	P	1	0
Charles Fultz	A	0	1
Vialene Monroe	A	0	1

STAFF

Randall Robinson, Liaison, Planner II, Planning & Zoning Department
 Petula Burks, Public Information Office Specialist
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

- 1) There was a consensus of the members present to recommend the City Commission appoint people to the Committee who understand the importance of the Census and are committed and able to attend the meetings as the present meeting had 4 of 12 members in attendance.
- 2) There was a consensus of the members present to transmit to the City Commission the hard-to-reach tracts – please see attachment.

I. Call to Order/Roll Call

Chair Witherspoon called the meeting to order at 3:12 p.m. Roll was called and it was determined a quorum was not present.

II. Pledge of Allegiance

All stood and recited the Pledge of Allegiance.

III. Introduction of New Members

Elaine Fiore introduced herself as a new member. She has lived in Fort Lauderdale for the past 15 years and she teaches Teen Health at Olsen Middle School in Dania. Her husband teaches at Stranahan High and she has two children who attend Harbordale Elementary School.

IV. Approval of Minutes, November 18, 2009

Approval of the minutes was deferred as a quorum was not present.

V. Liaison Report

Ms. Burks gave an update on the PSP application:

- Application was completed over Thanksgiving break
- Application was signed by Chair Witherspoon
- Application was “overnighted” to Atlanta to be received on the day it was due

The application required a quote for the t-shirts, hats and buttons for the Committee. Ms. Burks obtained a verbal quote from a vendor in the city. She explained that the vendor chosen would work with the City’s graphic artist to provide the artwork needed to produce the items. She added that all City buildings will have a banner, which was quoted at \$2,999 for 41 banners. Ms. Burks passed around a drawing of the “kids t-shirt” showing the wording: “Top 10 Reasons the 2010 Census Is Important To Me.” She also presented a drawing of the hats and the “regular t-shirt.”

The Census Bureau requested a list of City facilities that would be available to facilitate testing for Census workers and to assist people who need help filling out the survey. Ms. Burks said the list was provided to the Census Bureau. Mr. Robinson added that the Mizell [Senior] Center would also be used for worker training.

Ms. Fiore requested by e-mail the “top ten reasons” shown on the kids’ t-shirt to which Ms. Burks responded affirmatively. Ms. Fiore added that she was interested in the topic of “funding for the free and reduced lunch program” as she is involved with the Nutrition and Wellness Committee through the School Board.

Ms. Burks gave information regarding the upcoming onsite testing at Mills Pond for application to be a Census worker.

Ms. Burks stated that “the Parks and Recreation kids did artwork during Florida Government Week,” which the children presented at the last Commission meeting on December 1. The artwork would hang in City Hall beginning in January. She stated “they did a really good job.” The artwork was put together on a banner with “the Census in the middle.” The City Commission “seemed to really like it and it was good to see what the students had learned about the Census through the lesson the City did with them.”

Ms. Burks continued, stating that the Census Bureau provided a PSA for the on-hold message at City Hall. The new message(s) would start in January and would give information about the Census.

Ms. Burks stated that the Committee’s recommendation for display tables was brought up at the City Commission meeting and PIO [Public Information Office] “would take the lead” to get the dates of the pre-agenda meetings and to make sure the displays are set-up. The Committee could send a representative to the meetings to talk about the Census and why it is important.

Ms. Burks directed that if the Committee decides to send someone to a pre-agenda meeting, the Commissioner should be notified that the Committee would need 5-10 minutes on the agenda. She added that it is important for different people to share from their perspective regarding the importance of the Census. Chair Witherspoon agreed it was a good idea. Mr. Ketcham thought it would be a good idea to wait and attend the pre-agenda meetings as it “gets closer to Census time.”

Mr. Robinson stated he had a list of hard to count Census tracts, which he thought should be provided to the City Commission

Mr. Ketcham expressed concern about not having a quorum present. He stated the Committee should communicate to the City Commission the importance of appointing people to the Committee who will attend the meetings. Chair Witherspoon questioned if it would be appropriate for him to attend a City Commission meeting to communicate to the City Commission the Committee’s need for active members. Mr. Ketcham approved of the idea but stated he would also like the recommendation to go to the City Commission in writing. The Committee decided on the following communication to the City Commission:

The Complete Count Committee members had consensus agreement to recommend the City Commission appoint additional people to the Committee

who understand the importance of the Census and are committed and able to attend the meetings as the present meeting had 4 of 12 members in attendance.

Chair Witherspoon inquired about the date for the next City Commission meeting so that he might plan to attend. Ms. Burks responded with the dates of January 6 and January 20.

Ms. Burks expressed the need for the Committee members to communicate their enthusiasm about the Census when they are presenting the information to others.

Mr. Robinson stated he and Ms. Burks would make appearances at the [City Commission] meetings in the next months. At the end of February and in March, Committee members could plan to attend. Chair Witherspoon agreed.

VI. SIMPLIFIED Presentation of Hard to Enumerate Census Tracts

Regarding reaching the landlords in the City with a letter about the Census, Mr. Robinson had obtained a list of 2,077 landlords. Mr. Ketcham suggested including with the letter an “emergency orange or pink” flyer explaining that the Census survey would be arriving within the next week and include that the Census is confidential. He added “10 minutes, 10 questions, confidential” as possible wording for the flyer.

The Committee decided the target date for sending the letter and flyer should be March 10, just prior to the March 15 mailing of the Census survey.

Mr. Ketcham inquired about “the churches.” Mr. Robinson replied that the City Manager’s Office was “working on that.” Ms. Currie stated the information for the display at her church was “being reviewed.” Chair Witherspoon added that his church is already providing information in their bulletin. Mr. Ketcham expressed the need to focus on the churches because he believes a lot of the harder to reach populations “would have more access to churches.”

Mr. Robinson distributed a list from Gloria Battle, which she told him were the tracts the Committee should be focusing on. He pointed out the tracts that extend into Commissioner Rogers’ District and Commissioner Rodstrom’s District. He felt it was important to let all of the City Commissioners know “where the tracts are.”

Additional areas of focus that were discussed by the Committee included:

- Snowbirds
- Dormitories
- Nursing homes
- Hospitals
- Art Institute, Culinary Institute
- Crew members
- Hotel employees
- Transient and homeless population

Mr. Robinson stated he would follow-up with the Census Bureau regarding a program for hospitals and nursing homes. He stated the Bureau has a program for transients and the homeless. He would prepare a letter to the Art Institute.

Ms. Fiore stated that crew members could be located by contacting the Crew Finders Agency and other organizations “that house them.” Mr. Ketcham mentioned the Marine Industries Association as a contact to “capture sea-going folks.”

Mr. Robinson stated the CRA might be able to help with hotel employees to which Mr. Ketcham added the Chamber of Commerce, “even though some of the organizations might overlap.” Mr. Robinson added the Downtown Residence Association as a contact.

The Committee decided on a second item to communicate to the City Commission:

The Complete Count Committee members had consensus agreement to transmit to the City Commission the hard to reach tracts – please see attachment.

VII. Discussion of Events Calendar

Mr. Robinson stated the calendar of events had been completed and had been e-mailed to the Committee members.

VIII. Selection of Next Meeting Date

The members discussed the next Committee meeting date of January 20 or January 27, depending upon availability of a meeting room.

IX. Communications to the City Commission

- 1. The Complete Count Committee members had consensus agreement to recommend the City Commission appoint additional people to the Committee who understand the importance of the Census and are committed and able to attend the meetings as the present meeting had 4 of 12 members in attendance.**
- 2. The Complete Count Committee members had consensus agreement to transmit to the City Commission the hard to reach tracts – please see attachment.**

There being no further business to discuss, the meeting was adjourned at 4:06 p.m.

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