

**FINAL**  
**MEETING MINUTES**  
**CENSUS 2010 - COMPLETE COUNT COMMITTEE**  
**FORT LAUDERDALE CITY HALL, 100 NORTH ANDREWS AVENUE**  
**1<sup>ST</sup> FLOOR CITY COMMISSION CHAMBERS**  
**MONDAY, JANUARY 25, 2010 – 3:00-4:00 PM**

<b>CENSUS CCC MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE</b>	
		<b>9/09 – 5/10</b>	
		<b>PRESENT</b>	<b>ABSENT</b>
Jimmy Witherspoon, Chair	P	5	0
Mark E. Ketcham, Vice Chair	P	5	0
Myrna Loy Currie	P	5	0
Nadine Hankerson	A	4	1
Bobby Henry, Sr.	A	1	4
George Mihaiu (arr. 3:20)	P	4	1
Junia J. Robinson	P	3	2
Wiley D. Thompson, III	P	1	4
Elaine Fiore	P	2	0
Charles Fultz	A	0	2
Vialene Monroe	P	1	1
Adriane Reeseey	A	0	1

**STAFF**

Randall Robinson, Liaison, Planner II, Planning & Zoning Department  
 Petula Burks, Public Information Office Specialist  
 Tracy Roach, Aide to Commissioner DuBose  
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None.

**I. Call to Order/Roll Call**

Chair Witherspoon called the meeting to order at 3:13 p.m. and roll was called.

**II. Pledge of Allegiance**

Chair Witherspoon led attendees in the Pledge of Allegiance.

**III. Introduction of New Members**

Wiley D. Thompson, III introduced himself stating he is a resident of the City of Fort Lauderdale and has lived in Broward County for the past five years. He stated that he is pleased to have the opportunity to serve on the Committee.

Vialene Williams Monroe introduced herself and stated she is a retired teacher from the Dade County public school system and she has resided in Lauderdale Villas for the past 35 years.

Chair Witherspoon thanked the new members for joining the Committee.

#### **IV. Approval of Minutes, November 18, 2009 and December 16, 2009**

Chair Witherspoon stated a correction to his attendance for the December meeting, which would be a cumulative attendance of four meetings instead of three.

**Motion** made by Mr. Ketcham, seconded by Mr. Robinson, to approve the minutes of the December 16, 2009 with the correction. In a voice vote, the **motion** passed unanimously.

**Motion** made by Mr. Ketcham, seconded by Ms. Currie, to approve the minutes of the November 18, 2009 meeting. In a voice vote, the **motion** passed unanimously.

Chair Witherspoon stated that before going on to the next item on the agenda, he wanted to offer condolences on behalf of the Committee to Dr. Hankerson regarding the loss of her father. He added also that he had lost his grandfather.

#### **V. Liaison Report**

Chair Witherspoon stated he wanted to acknowledge and thank those members who attended the parade on Martin Luther King Day.

Ms. Burks stated that on February 2, 2010, [she and Mr. Robinson] would go before the City Commission at their 1:30 p.m. agenda meeting in response to their request for follow-up regarding what has been done on the Census Committee and “where we are going as a City regarding the Census.” She passed around a copy of the material that would be provided to the City Commission. She also passed around a sign-up sheet for upcoming events such as the Sistrunk Parade and Festival and the St. Patrick’s Day Parade so that members could sign-up and have the opportunity to place these events on their calendars. She added they also have a walking banner.

Ms. Burks informed the Committee there would be a Census table at the next three jazz brunches on the first Sundays of the Month: February 7, March 7 and April 4. The space has been reserved with Parks and Recreation and they need volunteers for those specific Sundays.

For Super Bowl Saturday on February 6, they are working to have a Census table in the vicinity where people will be boarding the trolley. Approximately 35,000 people are expected to attend the concert on the beach on that Saturday. Her department has been asked “to look at budgetary items that can be done in the next few weeks, such as handouts, to create more of a presence.” She added that Broward County was generous and provided posters and other items. They are still in need of materials that are specific to the City of Fort Lauderdale, and the Public Information Office is working on that.

Mr. Mihaiu arrived at 3:20 p.m.

Ms. Burks stated that she and Mr. Robinson had discussed a media event idea regarding a kick-off event where they would go to a hard-to-count area with door hangers along with Committee volunteers, inviting the CBC and HOAs, to “scour the neighborhoods like a Census Saturday.” The door hanger would contain:

- information that the Census survey is coming
- what the survey looks like
- what numbers to call
- what website to go to for more information

She informed the Committee of the following:

- Her office had given the City Commissioners the new PSAs [Public Service Announcements] for the radio station.
- The Census ads are now appearing on television.
- There is a Census tour bus that will be present for the Sistrunk Festival and Parade on February 27.
- The City Commissioners will be doing the PSAs on various radio stations in the months of February and March with a focus on personalizing the message to the City of Fort Lauderdale residents.
- She and Mr. Robinson would be attending a pre-agenda meeting for Commissioner Rodstrom and Commissioner Roberts on February 1. They had already attended the meetings of Commissioner Rogers and Commissioner DuBose.
- She encouraged the members to attend the HOA meetings they are invited to.

Mr. Robinson stated that national television commercials regarding the Census had started, such as during the Golden Globe Awards. There would be commercials aired during the Super Bowl. He also saw a still ad for Census workers at the movie theatre recently. At the Broward County Complete Count meeting last week, he learned that the Census in Schools Program was

premiered in Broward and had gone on to be a very successful program throughout the country.

On the proposed Action Plan, the Committee is being asked to recommend people to staff the Questionnaire Assistance Centers. He added that it is important for the centers to be staffed by people from the particular area where the center is located. He distributed a copy of the Action Plan to the members.

Chair Witherspoon inquired if the position for the Questionnaire Assistance Centers is a “paid position.” Mr. Robinson responded affirmatively and Chair Witherspoon stated he “had someone in mind” and would provide the information to Mr. Robinson following the meeting.

Mr. Robinson had a list of Questionnaire Assistance and Training Centers. The top of the list showed the ones that had been submitted to the Census Bureau. He spoke with Ms. Burks and there would be funding for sending the flyer to the list of 2,000 landlords in the City. They were also working on draft language for the letter to the landlords. He added that they would be presenting information to the City Commissioners at their pre-agenda meetings and were also offering a presentation to HOAs.

Mr. Robinson stated he and Ms. Burks would be attending the South Middle River Civic Association Board Meeting the following day, which is located in one of the hard-to-count areas in the City. He spoke to the Beach CRA, and he and Ms. Burks would be giving a presentation on the Census to the Beach CRA and the Beach BID. He added that PIO [Public Information Office] had been in touch with the Mexican American Chamber of Commerce.

Ms. Burks explained that when her office met with Commissioner DuBose, one of his concerns was to make sure all parts of the community were being reached. She stated there is a segment of the Mexican American community that was not necessarily being reached.

Her office sent an email to the Mexican American Chamber of Commerce, which is headquartered in Miami, in an effort to use their outlets to make sure all of the correct populations are being reached, including the large Latin population in Commissioner Romney Roger’s district. She stated that everything used to reach the Mexican American and the Latin American population would be produced in Spanish. The Mexican American Chamber of Commerce is being asked to guide the City in being sensitive to meeting the different needs.

Mr. Robinson stated they would be reaching out to the Art Institute’s dormitories as suggested by the Committee. They would use a modified version of the landlord letter and flyer for those dorms. They would also reach out to the downtown condominiums. The Census Bureau is in great need of workers from

beachfront, waterfront and gated communities to go to the door of those who do not return their surveys. He informed the Committee that the first Tuesday in February and the first Tuesday in March would be “wear red to work days” in promotion of the Census.

In response to a question from a prior meeting, he has been researching the City’s 2000 Census regarding the “58% figure,” which was actually the mail-in rate of those who returned their questionnaires, not the final tally from the City. He is still trying to find out the final tally for the City, which was 98% nationwide. He stated the importance of increasing the mail-in rate so there is less need for the Census Bureau to go door-to-door as a follow-up to the mailing of the Census survey.

Ms. Fiore stated that Smart Moves is one of the organizations who house the population of people who work on boats. Mr. Robinson stated he spoke to the head of the Marine Advisory Board and would be contacting him regarding reaching the boating community.

Mr. Robinson informed the members that the Census song was available as an MP3. He would forward the song to the members when he obtains it.

The County has reached out to the Creole language radio stations. He and Ms. Burks may be involved in a meeting with the Creole language radio stations in order to get the Census promoted through the Haitian radio stations. In addition, the County is buying an hour on WLRN. During the 7:00 p.m. hour there is a Creole language radio show and they have purchased one evening in order to promote the Census. South Middle River neighborhood is heavily Haitian and the County is very focused on making sure word gets out to the Haitian community.

Ms. Currie inquired how the mid-March date would be affected by the influx of Haitians that might be coming to the States and would increase the population if so. Ms. Burks stated a meeting was scheduled for January 30 to discuss that topic and she would be discussing the City’s plan for Haitian relief following the present CCC meeting. She added that presently the City was not clear on “what the mass migration may be.” She stated it was possible they may need to “revamp some things in all of their plans in the City as they find out.”

Chair Witherspoon acknowledged the presence of Tracy Roach, Aide to Commissioner DuBose.

Mr. Robinson invited Ami Lawson, a Homeless Outreach Coordinator for Broward County to speak. She stated she works with several organizations in Broward County that feed and do outreach for homeless people. She works with a large number of people who want to help with the Census. She added that

many homeless people do not want to sign anything. Because the homeless trust and recognize the people who reach out to them several nights a week, she believes they can help increase the response to the Census.

Ms. Lawson mentioned a group called “Love Bags” that have been working with the homeless population for approximately three years. She stated there are also individuals who go on their own to the library on Saturdays and to other “hiding places” where homeless people stay. Many of the homeless people do not go to soup kitchens or homeless shelters where they might be counted.

Ms. Burks invited the members to help themselves to the posters, calendars and handouts that she had brought to the meeting. She told them to call her if they needed anything else.

## **VII. Discussion of Events Calendar**

Ms. Burks stated that the Events Calendar would need to be approved by the City Commission before she could distribute it to the Committee members.

Ms. Monroe inquired about “what exactly goes on at the centers.” Mr. Robinson stated there were three different kinds:

1. Questionnaire Assistance Centers which are staffed with people to help answer questions
2. “Be Counted Sites” which only require space on a wall to hold Census Questionnaires which the Bureau would monitor to make sure they are always filled with questionnaires
3. Testing and Training Sites, such as the Mizell Center and City Hall

He stated that as far as promoting the Census, the two keys are the Be Counted Sites and the Questionnaire Assistance Centers.

Mr. Mihaiu inquired if Mr. Robinson had an idea of how many people had signed up for Census jobs. Mr. Robinson replied he did not know, but had heard there had been difficulty in “getting people to pass the test” which is why a special session had been set-up at the Mizell Center. He stated there is still a need for Census workers. The Southeast Regional Coordinator at the Broward County meeting the prior week told him there was no cut-off date as people would still be needed to work the Census after March 15. He encouraged the Committee to continue to “talk up the need for Census workers,” especially for the eastern neighborhoods between the beach and US1.

Mr. Ketcham stated that the Cape Code Festival would be held in Oakland Park March 13 and 14. It has been held in Holiday Park in the past. He inquired if the Census could staff a booth there since many people attending would be Fort

Lauderdale residents. He inquired if there should be a joint table for the Census Bureau with the County or Wilton Manors in Oakland Park. Mr. Robinson stated that would be for the Census Bureau to do and he made note of adding the item to the Committee's Action Plan. Mr. Robinson stated he would reach the County and the Census Bureau regarding this item.

Mr. Ketcham inquired if there were any problems or rumors surfacing in certain communities regarding the Census, "flash points" that the Committee should be aware of. Mr. Robinson stated that Adriane Reese was appointed to the Committee in December and had informed him of her discussion with someone who "did not think it would work if people went knocking on doors that the residents did not recognize."

Mr. Robinson stated that the Census Bureau in one form or another has addressed the concerns that have been raised. He had informed Ms. Reese that the Census Bureau "goes to pains" to make sure workers come from the neighborhood they are working in. He added that questions have come up about the homeless and how they are counted. The Census Bureau does have a program for counting the homeless. He concluded, "Those are the sorts of questions that have come up."

Ms. Lawson inquired about homeless people that are not going to locations that service homeless people or where the homeless get meals and how they would be reached. Mr. Robinson responded that he could arrange a conference call between Ms. Lawson, the Census Bureau and himself to discuss the concern about reaching the homeless that do not attend homeless assistance centers.

Ms. Fiore inquired if the insert for the water bills would be provided in other languages. Mr. Robinson stated he would find out.

Mr. Ketcham inquired about the outreach to the ministers. Mr. Robinson stated he was told by the City Manager's Office that "it was being worked on." Ms. Roach stated that Commissioner DuBose "had made that a sense of urgency" in the prior week and "should be happening soon."

Chair Witherspoon stated that Dr. Hankerson had pointed out in their first meetings, that January was the month to prepare for the actual Census Day. He felt that everything that has been put in place so far is very good. Mr. Robinson invited the members to continue sending him any suggestions the Committee members have as they continue working toward Census Day.

Chair Witherspoon stated he would like to go with Mr. Robinson and Ms. Burks to the HOA meetings. Mr. Robinson stated that was especially important if they attend an HOA in Chair Witherspoon's neighborhood.

Mr. Mihaiu inquired if there was a schedule regarding the HOA and Civic Association meetings. Mr. Robinson stated he would let the Committee know as meetings occur.

Ms. Curry inquired if Broward Transit advertising was included. Mr. Robinson stated he would check with the Census Bureau. Mr. Ketcham stated the County is the one who should pay for that. Mr. Mihaiu added that the Sun Trolley in the City is looking for advertising.

Dr. Hankerson inquired if there were rules regarding bars and restaurants and if there was a law regarding reaching out to those establishments with Census literature. Due to the Super Bowl and the Pro Bowl, “a lot would be happening over the next weeks.” Mr. Robinson stated he did not believe there was a law against advertising in bars and restaurants. The Committee could suggest that local bars and restaurants be included in the outreach regarding the Census.

Ms. Currie mentioned including banks and funeral parlors as locations for a display or brochures, which Mr. Robinson took note of.

Ms. Roach stated that Commissioner DuBose has been extremely involved with the Census Bureau. Last week he had Fort Lauderdale Housing Authority partner with the Census Bureau so that the Census will have QAC’s in the Be Counted Sites in Dixie Court, Kennedy Homes and Sunny Land Apartments. Residents could have Census jobs within their own community and bring more people in to fill out the form.

She added that Commissioner DuBose is actively working to get more QAC sites in the hard-to-count areas in his district. He has been going to churches and HOA meetings throughout the month to speak about the Census. He has a meeting scheduled with the principals in his district to inform them of the importance of the Census.

Ms. Roach added that a few months ago Commissioner DuBose worked to have the HOA presidents meet with Gloria Battle and he was instrumental in trying to get grants for the HOAs to promote the Census. Only Dorsey River Bend was able to receive the grant and would receive funds for their neighborhood to promote the Census.

Chair Witherspoon offered to help if there was anything he could do. Mr. Robinson stated, “One HOA in a hard-to-count area is much more than none.” He added that he was very happy Commissioner DuBose “took that route and is working hard to make sure there is a complete count.”

### **VIII. Selection of Next Meeting Date**

Mr. Robinson recalled the Committee had discussed meeting more frequently than once per month as the Census drew near. He stated that some of the members have had difficulty attending the scheduled meetings. He inquired if the members wanted to meet more frequently or continue with meeting on the third Wednesday of each month.

Chair Witherspoon suggested changing the meeting date to Monday since most of the members were able to attend. After discussion, there was consensus to change the meetings to the fourth Monday of the month, with Monday, February 22 being the next meeting date. Mr. Robinson stated he would confirm availability of a meeting room with the City Clerk's Office and would inform the Committee members of the location.

**IX. Communications to the City Commission**

None.

**X. Old/New Business**

None.

There being no further business to come before the Committee, the meeting was adjourned at 4:04 p.m.

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