

DRAFT
MEETING MINUTES
CENSUS 2010 - COMPLETE COUNT COMMITTEE
FORT LAUDERDALE CITY HALL, 100 N. ANDREWS AVENUE
1ST FLOOR CITY COMMISSION CHAMBERS
MONDAY, FEBRUARY 22, 2010 – 3:00-4:00 PM

CENSUS CCC MEMBERS	ATTENDANCE	CUMULATIVE	
		9/09 – 5/10	
		PRESENT	ABSENT
Jimmy Witherspoon, Chair	A	5	1
Mark E. Ketcham, Vice Chair	P	6	0
Myrna Loy Currie	P	6	0
Nadine Hankerson	A	4	2
Bobby Henry, Sr.	A	1	5
George Mihaiu	P	5	1
Junia J. Robinson	A	3	3
Wiley D. Thompson	P	2	4
Elaine Fiore	P	3	0
Charles Fultz	A	0	3
Vialene Monroe	P	2	1
Adriane Reeseey	P	1	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

None.

I. Call to Order/Roll Call

Vice-Chair Ketcham called the meeting to order at 3:05 p.m. and roll was called.

II. Pledge of Allegiance

Vice-Chair Ketcham led attendees in the Pledge of Allegiance.

III. Introductions

Adriane Reeseey introduced herself. She was appointed by Commissioner Rodstrom and expressed that she was pleased to be serving on the Committee.

IV. Approval of Minutes – January 25, 2010

Corrections to the January 25, 2010 minutes as follows:

Pg. 5, par. 6, change “Curry” to “Currie”

Pg. 7, par. 7, change “stated the” to “stated that”

Pg. 1 and 7, change “Adrienne Reese” to “Adriane Reese”

Motion made by Mr. Mihaiu, seconded by Ms. Reese, to approve with corrections the minutes of the January 25, 2010 meeting. In a voice vote, the **motion** passed unanimously.

V. Liaison Report

Mr. Robinson requested that Committee members sign-up to attend upcoming events on the sign-in sheets which he passed around.

Ms. Burks provided parking passes for the Committee members. She stated that vendors had been finalized to provide t-shirts, caps and buttons promoting the Census. She expected to have those items in time for members to wear for the Sistrunk event on Saturday. In addition, there would be banners at City Parks and major locations where people could view Census information.

Ms. Burks stated that the City Commission would have on their March 2 agenda a recommendation to approve and designate March and April as Census Awareness Months in the City of Fort Lauderdale. Children from Pass Park were scheduled to be in attendance to “perform the Census song” at 6:00 p.m. in Commission Chambers at the start of the meeting.

Ms. Burks stated that the City Commission had requested information on what the Committee has done, what they are doing and what the Committee is planning to do regarding the Census. She stated an item of importance was that as surveys come out in mail, the Committee should start knocking on doors in hard to enumerate areas. Saturday at the Jerome Day Parade they walked through a hard to count area where they have not yet made presentations at HOA meetings. She stated they would like to schedule a Saturday in March to plan a “Saturday door hanger event” from approximately 8:00 a.m. to 11:00 a.m. for Committee members to attend together where they can provide information to the neighborhood as they walk around. She added that everyone’s participation was needed to attend more events and promote the Census.

Mr. Robinson requested that Committee members sign-up for the St. Patrick’s Day Parade on March 13.

Mr. Robinson passed around a list places that had been confirmed as locations for Questionnaire Assistance Centers. Gloria Battle would like suggestions from members regarding staff for the Centers and who would be most appropriate at each Questionnaire Assistance Center. The Bureau would put people suggested by Committee members on a fast-track to take the test and be approved to be a Census worker. He stated they were able to set-up Questionnaire Assistance Centers at most of the locations that were suggested by the Committee.

Mr. Robinson stated he was unable to get a definite answer from the Immigration Service because it is a Federal program. They referred him to the Homeland Security Office in Miami. He learned that Commissioner Lieberman's office at the County is in contact with Immigration to set-up a location there. He was able to reach Father Charles at St. Clements who was very cooperative. There would be a Questionnaire Assistance Center set-up during Sunday Mass at St. Clements for Creole and Spanish-speaking churchgoers on one Sunday in March and on one Sunday in April.

Mr. Robinson gave the following updates:

- They had attended HOA meetings at South Middle River, Coral Ridge and Galt.
- They were scheduled to attend HOA meetings at Croissant Park and Melrose Park.
- They had attended pre-Commission meetings for Commissioner Roberts, Commissioner Rodstrom and several meetings for Commissioner DuBose.
- The letters to landlords were to be mailed the first week in March.

Mr. Robinson added that the Census Bureau has a Group Quarters Enumeration Program to count residents of nursing homes and congregate living facilities instead of counting those residents through the standard questionnaire that is mailed.

VI. Discussion of Events Calendar

Mr. Ketcham inquired about details for the Sistrunk Parade and Festival. Ms. Burks provided specifics and stated it was the 30th year for the event. The City Commissioner wanted the Committee members to march in the Parade as the members had done for the Martin Luther King Day Parade.

Mr. Ketcham inquired about the Saint Patrick's Day Parade. Ms. Burks responded that the Committee would be marching in the Parade. Mr. Robinson added that the Parade starts at 2:00 p.m.

Mr. Ketcham inquired about Gay Pride weekend and the status for that event. Ms. Burks responded she had not been able reach anyone with PrideFest by telephone. She added that the Committee did not have funds for the entrance fee and the Census Bureau would not pay the entrance fee. Mr. Robinson added they had been in contact with the County and the Census Bureau regarding PrideFest. The Census Bureau would have staff and promotional materials available for the event. The City was waiting for clearance from PrideFest for the Committee to have a space at the event for no charge.

Mr. Thompson inquired if there would be a parade at PrideFest. Mr. Ketcham responded that it was a two-day event on March 13 and 14 at Oakland Park and there was no parade. He added that people would be attending from around the State and from hard-to-reach communities.

Mr. Mihaiu inquired if Mr. Robinson interfaces with the County and Mr. Robinson responded that he does attend the monthly sub-committee coordinating meetings of the municipalities. Mr. Robinson suggested that the City of Oakland Park might pay the entrance fee.

Ms. Fiore inquired if the Committee members could bring their families to the St. Patrick's Day Parade, even though the members would be marching. Ms. Burks responded that they should bring their families. She had a flyer she stated she would e-mail to the members to give them more information about the events on that day. Ms. Fiore added that Stranahan High School, where her husband works, would be performing at the event and might agree to learn the Census song and perform it there.

VII. Communications to City Commission

None.

VIII. Old Business

Mr. Mihaiu inquired if there was follow-up information available about advertising with the Sun Trolley. Ms. Burks responded that she had been in contact with Patricia Zeiler, the Director of Sun Trolley. Ms. Zeiler agreed to give away flyers and brochures and to allow a banner to be hung on the inside of the trolley.

Ms. Fiore inquired about residency for snowbirds and whether or not they should fill out the Census form. Mr. Robinson stated that the County was preparing a flyer directed to snowbirds to answer their questions about residency. He would distribute the form to the Committee members and would also have the form available at all of their Census locations. Mr. Ketcham added that the snowbirds should fill out the Census where they are located when the Census form arrives. Ms. Burks added that snowbirds that fill out the form in Florida would also fill out

the form in the State where they are from. The Census Bureau would sort the information and determine the amount of time residents spend in different locations. Mr. Robinson added that there is a question on the Census form: “Does person one sometimes live or stay somewhere else?”

Ms. Currie inquired about providing Census information at schools. Ms. Burks responded that the County was addressing children in the schools and the City was focusing on Parks and Recreation children. She stated the City was working with Parks and Recreation staff’s afterschool program to do a Census lesson during a full week in March. She added that staff would be at each park for one week and that Questionnaire Assistance Centers would also be located at many of the Parks.

Ms. Fiore stated that Broward County Schools also has a Committee. At her last Wellness Policy Committee she provided information regarding the Census. Mr. Robinson stated that the Census Bureau has a national program called “The Census in Schools” and the program had been inaugurated in Broward County. He added the program has been very successful around the country. He stated that a representative from Broward schools reported at the last municipality sub-committee meeting of the County’s Complete Count Committee. The County had also been in contact with parochial schools and there has been some difficulty reaching private schools that are not allied with any major organization. Mr. Robinson stated a need for help in reaching the small private schools.

Mr. Ketcham inquired about reaching ministers. Ms. Burks stated that Commissioner DuBose had PIO facilitate a meeting with major clergy that morning regarding the Census. They were asked to talk to parishioners about becoming enumerators and taking the test. Some of the Creole-speaking ministers were there. Gloria Battle requested that forms be available at their churches and that the churches become Questionnaire Assistance Centers. Ms. Burks stated they would be providing a PowerPoint presentation for the churches to present to their parishioners. She added there were now open lines of communication between the City and those churches that were participating.

Mr. Mihaiu stated that it was important for people to mail back their questionnaires, which would affect the amount of Census staff needed for follow-up. Mr. Robinson added it was important that the forms be mailed back as soon as possible to give the Bureau a better idea of how much staff time would be needed after April 15. He stated this was an opportunity for residents to help the government work more efficiently by participating in the Census and mailing the form back right away.

Mr. Thompson inquired about the Rosa Parks Day of Servants. Mr. Robinson stated it was Thursday, March 25 at 6:30 p.m. at Walker Elementary.

Ms. Reeseey inquired about group quarters enumeration and whether drug treatment facilities were included in that category. Mr. Robinson responded that transient facilities were being counted through the Group Quarters Enumeration Program.

Ms. Fiore stated that she had received her water bill which included information about the Census. She suggested adding more information, such as why the Census is important. Ms. Burks stated that a “stuffer” had been created to include in the water bill mailing for March and April.

The next Complete Count Committee meeting was scheduled for “the last Monday in March.” Mr. Robinson added that the last meeting of the Committee would be in May.

Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 3:48 p.m.

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