

COUNTY OF KENDALL, ILLINOIS
Kendall County Complete Count Census Commission
Thursday, December 5 at 5pm
Meeting Minutes

CALL TO ORDER

The meeting was called to order by Chair Robyn Vickers at 5:02pm.

ROLL CALL

Attendee	Status	Arrived	Left Meeting
Robyn Vickers	Here		
Scott Gengler	Here		
Edward Bugg	Here		
Christina Burns	Here		
Rob DeLong	Here		
Becca Garcia	ABSENT		
Katelyn Gregory	Here		
Scott Gryder	ABSENT		
Lynette Heiden	ABSENT		
Bob Hausler	Here		
Cathy Kavanaugh	Here		
Brent Lightfoot	ABSENT		
Chris Mehochko	ABSENT		

Others Present: Steve Curatti, Kendall County Health, Mera Johnson, Kendall County Administrative Services, Vinita Voss, US Census Bureau.

APPROVAL OF AGENDA – Member Gengler made a motion to approve the agenda amending it to also approve the minutes from the last meeting, second by Member De Long. **With nine members present in agreement, the motion carried.**

DETERMINATION OF QUORUM: With nine members present there was a quorum.

COMMENTS FROM THE CHAIR: Chair Vickers thanked everyone for attending the second meeting. She announced that the County has received \$25,000 to use in Census 2020 efforts, she thanked Staff Liaison Mera Johnson for her efforts in obtaining the grant. For this meeting the discussion should be focused on what will be done with the funds.

GRANT EFFORTS (\$25,000 received): Member DeLong asked about chrome books versus iPads as the chrome books are much cheaper. Member Kavanaugh asked about where they would be housed. Ms. Johnson explained that the devices could be loaned out or be sent with bilingual staff to assist people in completing the Census. Member DeLong noted that Oswego Township is willing to have kiosks in the new building and that can service the Boulder Hill area.

Chair Vickers emphasized the grant is to be used for Hard to Count Populations and noted that non English speakers are a large part of that population, particularly in Plano or Boulder Hill. Member Hausler asked about churches, Ms. Johnson noted that St Mary's is on the list. Chair Vickers also asked about a Market in Plano and asked if the Health Department could have chrome books and have staff. Mr. Curatti confirmed that they could have a chrome books and current staff could assist. Ms. Johnson noted that staff can assist individuals with completing the Census and that incentives like raffles and prizes are options. Chair Vickers suggested gift cards. Member Bugg asked about libraries and their ability to have their own computers available. Member Kavanaugh noted that the Principal at PH Miller would like some outreach assistance. There are approximately 200 Spanish speaking families at that school.

BUDGET DISCUSSION: There was discussion about getting the most from the grant money and purchasing Chromebooks. Also hiring bilingual staff to attend events. Finally doing a website and social media. Chair Vickers discussed hiring a consultant.

OUTREACH EFFORTS: Ms. Vinita Voss, Census Bureau Partnership Specialists Liaison introduced herself and explained that she can assist with attending events and promotional materials. For promotional materials there needs to be a 7 to 10-day window. Ms. Voss noted that bags, chap stick and other materials can be available. Mr. Curatti noted that hand sanitizer and pens are popular at the Health Department.

Member Gengler asked about a timeline for the process. Ms. Voss indicated the Census will actually start mid-February and March. Then individuals will give time to respond. After that there will be a none response follow up with workers going out into neighborhoods. Ms. Voss explained that the Commissions main job was to push information out during the entire cycle. Chair Vickers asked if the Commission will be get information about who is not responding so those areas can be targeted. Ms. Voss answered that not necessarily. The information is usually protected, however outreach teams and local law enforcement will be notified when none response teams are going to start their canvass. Chair Vickers noted that details may not be necessary but perhaps municipalities and the County could add the Census to its peddler's permit page. Ms. Voss also started that emergency text messaging systems are helpful. Member Gregory noted that the City of Yorkville can send these notices to residents. C

Member Hausler asked about new housing growth. Ms. Voss indicated that November was the last time to report new housing. Member Hausler expressed concern as Oswego, Yorkville and Plano may

have 50-100 homes each build during this time. Ms. Johnson mentioned new resident packets or water bills. Member Burns asked how will someone report if they have a new home and don't get a mailer? Ms. Voss indicated that they are working on making sure new housing units built after November 2019 are counted, her best advice is to plug in the new address. Member Burns indicated that the Village of Oswego would be happy to follow up with new housing information.

Member Gengler inquired about social media. Chair Vickers noted that a consultant will be hired for a website and social media even Snap chat so kids can see it. Member Gengler noted sometimes children are some of the major communicators in the family. Chair Vickers added that in some non-English speaking households' children are the main communicators. Member Gregory asked if the website would be Bilingual? Ms. Johnson made a note to make sure that it is.

Member Burns indicated that in Oswego they have a list of all communication and marketing personnel in the area. A similar list can be utilized for the Census as it's sometimes difficult to build a social media network and audience in such a short time window. Chair Vickers asked about water bills and newsletters for municipalities and other organizations.

Ms. Voss also noted that the 0-5 age group was undercounted by about a million, that category needs to be a focus. Ms. Johnson noted that Member Gengler has asked about daycares and preschools. Ms. Voss will put together a packet of outreach materials suited for that category. Member Bugg explained that one group that sometimes falls through the cracks are 18-29 year olds. They are sometimes not aware of the Census. Social media campaigns should help with that.

Member Gengler asked advice on other groups to target. Ms. Voss indicated that immigrant populations and letting them know that their information is confidential and secure. Member Gengler asked about Senior Citizens and suggested the Committee contact local Senior housing.

Chair Vickers asked about college students and how they should be counted. According to Ms. Voss college students are counted as part of group quarters at their college. Snowbirds however according to Ms. Voss are another hard to count population. They should respond where they reside most of the time. Chair Vickers asked about enumerators leaving a door hanger. Ms. Voss will ask about that.

Member Bugg asked about responding online and if there a preferred browser? Ms. Voss said she will follow up but they have been using chrome safari and various other browsers.

Member Gengler how the committee can use local media to get the word out. Ms. Johnson indicated that the Census has readymade Ads that can be used on all platforms to reach a variety of populations. Member Bugg noted that if press releases are sent out sometimes radio stations and other media outlets pick them up. Chair Vickers indicated there are several events. Ms. Johnson noted that business Expo in February in Oswego and Member Gregory also noted that there is a Taste of Yorkville event coming up in January.

NEXT MEETINGS TO BE DETERMINED: Next meeting is scheduled for Thursday January 9th, 2019. The first Thursday of the month at 5pm except for January.

PUBLIC COMMENT:

COMMENTS FROM THE PRESS: Katie Finlon from the Kendall County Record wanted everyone's name.

ADJOURNMENT: Member Hausler made a motion to adjourn the meeting, second by Member Bugg. **With no objections, the meeting was adjourned at 5:56pm.**

Respectfully Submitted,

Mera Johnson
HR Risk & Compliance Coordinator