

2010 COMPLETE COUNT COMMITTEE

NOTES

**Meeting of August 4, 2009, 4:00 p.m.,
Daytona Beach International Airport
Volusia Room, 2nd Floor**

Approximately 35 people were in attendance. They included a number of members of the Complete Count Committee (CCC) as well as elected officials and concerned citizens.

Complete Count Committee Chair and Volusia County Council Vice-Chair Joie Alexander gave opening remarks. She welcomed everyone to the meeting, thanked them for participating and introduced Volusia County census liaison staff, Marketing Specialist Pat Kuehn and Community Outreach Manager Betty Holness, and also recognized Department of Elections Supervisor Ann McFall. She noted there would be over three million people working on the census count nationwide and also spoke about the critical importance of everyone living in Volusia County being counted. She encouraged the attendees to ask friends to become part of the census effort, and had everyone introduce themselves.

Ms. McFall spoke about the 2000 census. She remarked how the count turned into the U.S. Census Bureau had caused redistricting and redrawn voting precincts. Those precinct lines created the need for many different ballots. After 2010, bilingual ballots in English and Spanish would likely be required, due to the growing Hispanic make-up of the population—not the registered voters—of the County. She said the Department of Elections would help with the census effort in any way it could, from making maps available to having speakers give presentations to groups.

To emphasize the importance of an accurate census count, Ms. Alexander read an excerpt from a recent article in the *Tampa Tribune* regarding the recent stimulus money allocation. The article stated much of the overall funding problem was because Washington, D. C., relied on outdated census data that hurt high-growth states such as Florida and Texas. It went on to say the *Wall Street Journal* had found that more stimulus money was going to Wyoming than Florida. Wyoming had the lowest unemployment rate in the nation at 3.9% as of February, yet it received over twice as much stimulus money per person than Florida, which had an unemployment rate of over 10%. This was because Wyoming's 2000 census count had been more accurate than Florida's and it had therefore qualified for more money, even as late as 2009. The results of the census count were felt for 10 years.

Ms. Holness showed a video entitled "2010 Census: A New Portrait of America," which gave the highlights of just what the census was, its confidentiality and its impacts and benefits. Referring to materials she distributed at the meeting, she said it was necessary for the CCC to educate people as to the census form's importance and motivate them to complete it. She also noted the meeting attendees would later split into subcommittees, which would be the heart of the CCC.

José Martinez, Partnership Specialist, U. S. Census Bureau, then gave a PowerPoint presentation on the 2010 Census process. He gave the history of the census and also went over materials that had been distributed to the group. He spoke about the timeline involved and gave different ideas for motivation and scenarios of various situations and obstacles census workers might encounter. He also had a co-worker, José Cuervo, distribute a sample census form and spoke about its confidentiality and the ease of completing it. Lastly, he went through the focus and composition of the subcommittees recommended for further census involvement.

Mr. Martinez answered some questions from the audience. He promised to send a copy of his PowerPoint to Ms. Holness, spoke about safeguards the U.S. Census Bureau had in place to ensure people were not counted twice and addressed the concept of a census questionnaire assistance center.

Ms. Kuehn then had everyone break into subcommittees for Community/Social Organizations, Migrant/Farmworkers, Housing/Homeowners, Education, Business, Churches/Faith-Based Organizations, Governmental and Media. She stated it was hoped the Chairs of the subcommittees would be selected that day and the first meetings set. The CCC as a whole would reconvene in approximately a month and the subcommittee Chairs would then present their action plans to the rest of the participants. She added anyone was welcome to sit on more than one subcommittee.

After a short interval, Ms. Holness said the next CCC meeting would be after 5:00 or 6:00 p.m., as a number of people had asked if it would be possible to meet later to accommodate work schedules. She would take a survey via email on the preferred time and date and advise all participants as to the majority's opinion. She also encouraged everyone to recruit more CCC members.

Ms. Alexander thanked everyone for taking part in the 2010 Complete Count Committee, and the meeting adjourned at 6:07 p.m.