

**Seminole County 2020 Census Response Team
Zoom Teleconferencing Meeting Minutes
September 8, 2020**

Following is a non-verbatim transcript of the Seminole County 2020 Census Response Team meeting, Tuesday, September 8, 2020, via Zoom Teleconferencing. This transcript represents a record focusing on the important points of the meeting.

A. Call to Order

Tony Matthews, Team Coordinator, called the meeting to order at approximately 2:03 p.m., and welcomed all in attendance.

B. Team Members Present

Anjum Mukherjee, Lisa Holder, Nancy Acevedo, Fred Milch, Dagmarie Segarra, Bert Francis, Cheri Meyers, Alisha Maraviglia.

C. Team Members Absent

Kendall Story, Yvonne Mouser, Christopher Schmidt, Jonathan Tardif.

D. Others Present

Ashley Moore, Seminole County Communications Officer, Josh Holder, Seminole County Public Communications Coordinator, Erin Maciejewski, Seminole County Senior Coordinator-Graphics, Tony Matthews, Response Team Coordinator.

E. Response Team's Mission

Mr. Matthews reminded the Team that the Team's mission is the same as the mission of the former 2020 U.S. Decennial Census, Seminole County Complete Count Committee, to encourage participation in the 2020 Census and maximize the response rate. Mr. Matthews mentioned that there is a pending law suit to adjust the existing completion date of the 2020 Census from September 30, 2020 until October 31, 2020, and if the October date prevails, the Team may continue census awareness from September 30 through October 31, and that he would keep the Team informed of that decision.

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F. Response Rates

Mr. Matthews explained the difference between the self-response rate and participation rate of the census, i.e., the self-response rate represents someone responding to the census without assistance, such as a representative of the U.S. Census Bureau, and that the participation rate includes the self-response rate, work of the census takers, and mobile questionnaire operations. He mentioned stated that the current self-response rate for Seminole County is 70.6% and that he would like to see the participation rate reach into the eighty percentile numbers.

G. Census Activities Reports

The Team Coordinator reminder the Team to submit their census activities to him for inclusion into the Team's Final Action Plan for presentation to the Board of County Commissioners at the end of the Team's service.

H. Action Plan

Mr. Matthews stated that the Team's Action Plan draws from the former 2020 U.S. Decennial Census, Seminole County Complete Count Committee's Action Plan, and that the Team's Action Plan is much shorter as the Plan only covers 60-90 days of activities, unlike the Committee's Plan that covered almost one year of activities.

Motion by Anjum Mukherjee, seconded by Bert Francis, to adopt the Action Plan, carried unanimously by those in attendance at voting.

I. Team Comments

Lisa Holder stated that it is important to reach out to the community to knock on doors, use GIS layers, and contact churches to raise the low response rate, in particular, in Census Tract 205, City of Sanford.

Josh Holder informed the Team that the County will make use of the Nextdoor social-media platform and the County's GIS system to identify and reach hard-to-count areas with census messaging.

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J. Meeting Wrap-Up

There were no wrap-up comments.

K. Future Team Meetings

Mr. Matthews reminded the Team that the next Team meeting is scheduled for September 29, 2020.

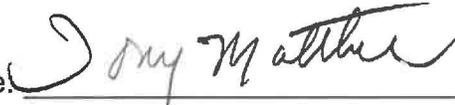
L. Other Business

No other business was brought forward.

M. Adjournment

The Team Coordinator, Tony Matthews, adjourned the meeting at 2:29 p.m.

Minute Taker: Tony Matthews, Response Team Coordinator.

Signature:  Date: 10/1/2020