# 2020 Decennial Census, Seminole County
# Complete Count Committee Meeting Minutes
# October 15, 2019

Following is a non-verbatim transcript of the 2020 Decennial Census, Seminole County Complete Count Committee meeting held at 6:30 p.m., Tuesday, October 15, 2019, at the City of Sanford Commission Chambers, 300 North Park Avenue, Sanford, FL. This transcript represents a record focusing on the important points of the meeting.

A. Call to Order:

Committee Chairman Phil Kaprow called the meeting to order at approximately 6:40 p.m., and welcomed all in attendance.

Mr. Norton N. Bonaparte, Jr., City Manager, City of Sanford, welcomed the Committee to the City of Sanford. Mr. Bonaparte recognized the importance of the census and offered the City's help with census awareness.

B. Pledge of Allegiance

Mr. Bonaparte led the Pledge of Allegiance.

C. Approval of Committee Meeting Minutes

Chairman Kaprow thanked Mr. Bonaparte for his welcome and made a motion to approve the Committee's September 24, 2019, meeting minutes; motion to approve by Committee member Nate Jordan; seconded by Committee Member Michelle Smith; approved unanimously by the Committee.

D. Committee Members Present

Kendall Story, Anjum Mukherjee, Lisa Holder, Cheri Meyers, Bert Francis, Phil Kaprow, John Horvath, Nancy Acevedo, Katharine Purnell, Michelle Smith, Tracy Harbin, Alan Youngblood, Jeannine Ellenson, Paul Snead; Nate Jordan; Davia Moss; Susan Sherman; Jonathan Tardif.

E. Committee Members Absent

Yvonne Mouser, Fred Milch, Katlyn Howery; Steve Nelson; Christopher Schmidt; Ed Young.

F. Others Present:

Nicolet Severe, Representative from the U.S. Census Bureau, and Tony Matthews, Committee Coordinator.

Ms. Betty J.H. Haynes, representing the League of Women Voters of Seminole County and of Florida, briefly commented on the League's understanding of the importance of the 2020 Census, and stated that the League is considering forming its own complete count committee.

Mr. Larry Griffin, Staff Reporter for the Sanford Herald, interviewed chairman Kaprow about the purpose and mission of the Committee.

G. ArtoberFest Event

Chairman Kaprow made mention of the ActoberFest event coming in October at the City of Winter Springs for anyone interested in attending the event and participating in census awareness and outreach.

H. City of Sanford Census is Local Map

Lisa Holder, Communications Officer, City of Sanford, introduced the "Census is Local Map," designed to encourage Sanford residents to respond to the census and to create awareness of the potential loss of funding opportunities to the community when residents do not respond. The Map depicts Low Response Scores from the 2010 Census indicating the likelihood of residents responding or not responding to the 2020 Census, which will be important to the Committee when engaging in census awareness and outreach to those areas.

Ms. Holder also mentioned the Goldsboro Community meeting on October 24, 2019, and that a census awareness presentation will be on the agenda.

I. Census Awareness Action Plan

Mr. Kaprow encouraged Committee members to submit their census awareness ideas to the Committee Coordinator for incorporation into the Action Plan. He also reminded the Committee that census awareness ideas must be those that the Committee is confident in accomplishing.

Chairman Kaprow made mention of the use of technology provided by the Census Bureau to reach hard-to-count populations, and that house-to-house follow-up of those residents that do not respond to the initial invitation to the census is not a role or responsibility of the Committee. Mr. Kaprow stated that he would like the Committee to adopt a hard-to-count map for use in other similar areas throughout Seminole County.

J. Complete Count Committee Subcommittees

Chairman Kaprow directed Committee member to break-out into the several Subcommittee interest areas and discuss census awareness and outreach ideas Examples of some of the ideas mentioned included: Arts and Craft shows; farmers markets; Christmas in the Square; cities to enact census proclamations (if have not do so already); Taste of Oviedo; place census posters at libraries; and the need for food at events to attract people.

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K. Next Steps:

Tony Matthews, Census Coordinator, mention that the City of Longwood is hosting the November Committee meeting and reminded the Subcommittee's to send their census ideas to the Coordinator as soon as possible as that the Action Plan cannot be finalized without input from all Subcommittees.

Chairman Kaprow provided closing comments.

L. Adjournment:

There being no further business to come before the Committee, the Chairman adjourned the meeting at approximately 8:30 p.m.

Minute Taker: Tony Matthews, Committee Coordinator

Signature: Tony Matthews Date: 11/21/19