Seminole County 2020 Census Response Team
Zoom Teleconferencing Meeting Minutes
October 29, 2020 (See Footnote)

Following is a non-verbatim transcript of the Seminole County 2020 Census Response Team meeting, Thursday, October 29, 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 2:05 p.m., welcomed all in attendance, and confirmed a quorum in attendance.

B. Approval of Meeting Minutes

Tony Matthews, Team Coordinator, called for approval of the September 29, 2020, Team meeting minutes; motion to approve by Bert Francis; seconded by Anjum Mukherjee, approved unanimously by Team members.

C. Team Members Present

Anjum Mukherjee, Lisa Holder, Dagmarie Segarra, Bert Francis, Jonathan Tardif, Cathleen Craft, City of Altamonte Springs, Marla Molina, City of Winter Springs.

D. Team Members Absent

Nancy Acevedo, Cheri Myers, Kendall Story, Yvonne Mouser, Fred Milch, Katlyn Howery, Christopher Schmidt.

E. Others Present

Mary Moskowitz, Seminole County, Planning and Development Division Manager, Josh Holder, Seminole County Public Communications Coordinator, Tony Matthews, Response Team Coordinator.

F. Response Rates and 2020 Census

Mr. Matthews explained the proposed changes to Appendix C of the Seminole County 2020 Census Response Team's draft Final Action Plan that removes columns dated May, June, July, and August, as the 2020 Census officially ended on October 16, 2020, finding that the April and October columns are the simplest and most significant in seeing the progression of the self-response rate.

Mr. Matthews noted that Seminole County ranked highest in the state in self-responding to the 2020 Census. He also congratulated the City of Oviedo and City of Winter Springs for achieving a self-response rate in the 80 percentile range.

G. Additional Team Activities Reports

The Team Coordinator explained that the Team census activities in the Team's draft Final Action Plan are listed by activity as a whole and not listed by the respective agency as was done in the 2020 U.S. Decennial Census, Seminole County Complete Count Committee's 2020 Census Awareness Final Action Plan. The list includes activities from August 1, 2020 through October 29, 2020.

H. Adoption of Response Team Action Plan

Josh Holder, Seminole County Public Communications Coordinator, shared with the Team the County's use of digital media in reaching the community with the message of the 2020 Census via of the COVID-19 Dashboard, Census Saturday, notice of adjustments related to the ending date of the 2020 Census, and a video by Florida's Lt. Governor Jeanette Nunez related to Seminole County. Mr. Holder stated that residents within the County's Hard-to-Count communities were included in these census awareness efforts.

Team Coordinator, Tony Matthews, made reference to the five (5) Hard-to-Count (HTC) sites shown on Appendix B of the Response Team's draft Final Action Plan, and stated that the Appendix includes details on how the HTC were defined based on the percentage of response rates.

Mr. Matthews explained that the U.S. Census Bureau recommended defining HTC areas as those areas recording a self-response rate less than 50%. This rate resulted from the several adjustments to the deadline of the 2020 Census, and the effects caused by the COVID-19 pandemic on census awareness and outreach.

He also reminded the Team that the County's Complete Count Committee's Final Action Plan used different ranges of HTC percentages, noting that those were estimates prior to the beginning of responding to the 2020 Census.

Mr. Matthews made reference to other recommended changes to the Final Action Plan provided to the Team prior to the meeting, which included adding the several adjusted dates to the 2020 Census, and changes to verb tenses from "will do" to "has," or "did."

Mr. Matthews asked for a motion to adopt the Seminole County 2020 Census Response Team's Final Action Plan; motion to adopt by Dagmarie Segarra, seconded by Lisa Holder, approved unanimously.

I. Team Wrap-up Comments

Mr. Matthews thanked the Team for their participation on the Team, and Team members thanked Mr. Matthews for his work in preparing the Action Plan and serving the Team.

J. Other Business

No other business came forward.

K. Adjournment

The Team Coordinator called for a motion to adjourn; motion by Bert Francis, seconded by Dagmarie Segarra; approved unanimously by Team members at approximately 2:32 p.m.

Minute Taker: Tony Matthews, Response Team Coordinator.

Signature: Tony Matthews Date: 11/5/2020

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Footnote:
Please be advised that the October 29, 2020, Census Response Team meeting was the final meeting of the Response Team. Board of County Commissioners Resolution 2020-R-90 provides that the Team shall serve through October 31, 2020.

As the Team sunsets, effective October 31, 2020, there will be no future Team meetings. To complete the October 29, 2020 Team meeting minutes, and to ensure transparency of actions by the Team, the Team Coordinator provided a draft of these minutes, via email, to the Team for review and any needed changes (see attached email). Team members were requested to submit any changes to the Team Coordinator no later than November 4, 2020. As on November 5, 2020, no changes were received by the Team Coordinator.

On January 30, 2020, a coronavirus virus, later named COVID-19, was declared a Public Health Emergency of International Concern, eventually becoming a pandemic. This Committee meeting was conducted via Zoom Teleconferencing due to health and safety concerns related to this highly contagious disease.

For additional information regarding the 2020 Census Response Team, please see the Board of County Commissioner's July 28, 2020 Agenda titled *2020 U.S. Decennial Census: Ensuring an Accurate and Complete Population Count.*

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Matthews, Tony

From:	Matthews, Tony
Sent:	Friday, October 30, 2020 12:14 PM
To:	Holder, Joshua; Alisha Maraviglia; Anjum Mukherjee ; Bert Francis; Cheri Meyers ; Christopher Schmidt ; Dagmarie Segarra; Fred Milch ; Jonathan Tardif ; Katharine Purnell; Kathy Howery ; Kendall Story ; Lisa Holder ; Marla Molina ; Nancy Acevedo; Yvonne M. Mouser
Subject:	2020 Census Team Draft 10-29-2020 Meeting Minutes
Attachments:	2020 Census Response Draft Meeting Minutes 10-29-2020.pdf
Follow Up Flag:	Follow up
Flag Status:	Flagged

Hi All:

Attached are the draft meeting minutes for 10-29-2020.

As I mentioned at the Team meeting, please look over these minutes and if there are any changes, please send to me NLT Wednesday, 11/4/2020.

If you have questions or need additional information, please contact me.

Thank you.

Tony Matthews, Volunteer Coordinator
2020 Census Response Team
Planning and Development Division
census@seminolecountyfl.gov
tmatthews@seminolecountyfl.gov
Seminole County Census Website
407-665-7332

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DRAFT

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Minute Taker: Tony Matthews, Response Team Coordinator.

Signature: _____ Date: _____

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