2020 U.S. Decennial Census, Seminole County
Complete Count Committee Meeting Minutes
February 18, 2020

Following is a non-verbatim transcript of the 2020 U.S. Decennial Census, Seminole County Complete Count Committee meeting, Tuesday, February 18, 2020, at the City of Winter Springs City Hall-Commission Chambers, 1126 East SR 434, Winter Springs, Florida. This transcript represents a record focusing on the important points of the meeting.

A. Call to Order:

Michelle Smith, Chair of the Committee's Business and Media Subcommittees called the meeting to order at approximately 6:47 p.m., and welcomed all in attendance. Michelle Smith and John Horvath facilitated the meeting. Committee Chairman Phil Kaprow was absent.

B. Pledge of Allegiance

Subcommittee Chair Michelle Smith led the Pledge of Allegiance.

C. Approval of Committee Meeting Minutes

Committee member Ed Young made a motion to approve the Committee's January 21, 2020, meeting minutes; seconded by Nate Jordan; approved unanimously by the Committee.

D. Committee Members Present

Anjum Mukherjee, John Horvath, Katharine Purnell, Jeannine Ellenson, Jonathan Tardif, Fred Milch, Ed Young, Lisa Holder, Michelle Smith, Tracy Harbin, Nancy Acevedo, Nate Jordan, Cheri Meyers, Bert Francis, Christopher Schmidt, Katlyn Howery, and Alan Youngblood.

E. Committee Members Absent

Davia Moss, Susan Sherman, Yvonne Mouser, Phil Kaprow, Steve Nelson, Paul Snead, and Kendall Story.

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F. Others Present:

Channa Lloyd, U.S. Census Partnership Specialist, Mark Tucker, District Scheduler for Stephanie Murphy, U.S. Congresswoman, Florida, 7th District, two college students expressing an interest in government, Marla Molina, City Of Casselberry, and Tony Matthews, Committee Coordinator.

G. Subcommittee Reports

Subcommittee Chair Michelle Smith led the review of the list of Committee activities since the January 21, 2020, Committee meeting, and list of scheduled activities, each list taken from the Committee's February 18, 2020 PowerPoint presentation.

Among the Committee members reports of census awareness included adding a census message to water bills, census messaging to churches; mention of accomplishment of census proclamations by Seminole State College and the seven County municipalities; census awareness at rotary club meetings; requesting movie theaters to partner in census outreach; notice of upcoming article (mid-March) in My Sanford Magazine on the work of the Committee; and interviews with News 13 and Channel 2 (WESH TV).

H. Committee Coordinator's Report

Among the activities of the Committee's Coordinator relating to census awareness included outreach to senior centers, to the County's East Rural Area and to U.S. Military Veterans; census presentations; updates to the County's 2020 Census website; responding to numerous census emails; and coordinating census awareness events for the Committee.

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I. 2020 Census Trusted Voices Strategy

The Committee discussed the strategy for selecting "Trusted Voices" to assist the Committee in census awareness taken from Slide #7 of the Committee's February 18, 2020 PowerPoint presentation. This process includes receiving recommendations for Trusted Voices from Committee members of certain municipalities and the County, and a meeting with Trusted Voices to choose a census awareness method to be implemented by each Trusted Voice for their respective community.

J. Highlights from U.S. Census Bureau Representative

Channa Lloyd, U.S. Census Partnership Specialist, updated the Committee on the work of the Census Bureau. Ms. Lloyd mentioned that job selections for census takers was ending in February; that the census form will include large print for the blind and that the form will be printed in 52 languages. Ms. Lloyd mentioned that there are plans for a mobile questionnaire assistance center vehicle for contacting those populations that are not self-responding to the census. Ms. Lloyd explained that there will be five notices to residents to respond online to the 2020 Census, prior to receiving the traditional paper questionnaire by mail.

K. Adjournment:

There being no further business to come before the Committee, Subcommittee Chair, Michelle Smith adjourned the meeting at approximately 7:48 p.m.

Minute Taker: Tony Matthews, Committee Coordinator

Signature: Tony Matthews Date: 6/10/2020

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