

**2020 U.S. Decennial Census, Seminole County  
Complete Count Committee Meeting Minutes  
November 19, 2019**

Following is a non-verbatim transcript of the 2020 U.S. Decennial Census, Seminole County Complete Count Committee meeting held at 6:30 p.m., Tuesday, November 19, 2019, at the City of Longwood Community Building, 200 West Warren Avenue, Longwood, Florida. 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 6:30 p.m., and welcomed all in attendance.

B. Pledge of Allegiance

Committee Chairman Kaprow led the Pledge of Allegiance.

C. Approval of Committee Meeting Minutes

Committee member Christopher Schmidt made a motion to approve the Committee's October 15, 2019, meeting minutes; seconded by Committee member Katharine Purnell; approved unanimously by the Committee.

D. Committee Members Present

Anjum Mukherjee, Phil Kaprow, John Horvath, Katharine Purnell, Jeannine Ellenson, Paul Snead, Jonathan Tardif, Katlyn Howery, Yvonne Mouser, Christopher Schmidt, Fred Milch, Ed Young.

E. Committee Members Absent

Steve Nelson, Kendall Story, Lisa Holder, Cheri Meyers, Bert Francis, Nancy Acevedo, Michelle Smith, Tracy Harbin, Alan Youngblood, Nate Jordan, Davia Moss, Susan Sherman.

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**F. Others Present:**

Channa Lloyd and Nicolet Severe, representatives from the U.S. Census Bureau, and Tony Matthews, Committee Coordinator.

**G. ArtoberFest Event**

Chairman Kaprow made mention of the ArtoberFest event in October at the City of Winter Springs. Mr. Kaprow, Committee Coordinator Matthews, and Nancy Acevedo attended the event.

**H. Census Awareness Action Plan**

Mr. Kaprow expressed the need for Committee members to be diligent in implementing the activities in the Committee's *2020 Census Awareness Action Plan* (Action Plan) to ensure a complete count of the population, and to focus on the hard-to-count areas.

The balance of the Committee meeting involved amending the List of Subcommittee's innovative ideas, activities, events, and other action objectives promoting census awareness and outreach under the Action Plan heading of "Action Objectives of the Complete Count Committee." The Committee amended the Plan to remove duplicate language, combine text, and delete/add items.

Chairman Kaprow also recommended that the phrasing of the List of Subcommittee's activities in the Action Plan that begin with the words "provide, present, contact," are vague and should be restated. Chairman Kaprow recommended changes to the Committee's census message in the Action Plan to add the phrase: "Because a response is required, if you don't file online or by phone, you will receive a traditional paper questionnaire." Note: Subsequent to the meeting, the Committee Coordinator provided revised language discussed at the meeting to the Subcommittee Chairs that is now included in the Action Plan.

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Chairman Kaprow also encouraged Committee attendance at the various events to assist in census awareness and outreach.

During the Committee's discussion on the Action Plan, the Committee Coordinator, Tony Matthews, stated that he is coordinating census awareness and outreach to Seminole State College students.

I. Hard-to-Count Areas:

Mr. Matthews displayed a version of the Hard-to-Count areas map published by the U.S. Census Bureau for consideration by the Committee to use in creating census awareness and outreach to these geographic areas.

J. Next Steps:

Additional discussion by the Committee involved issuing census proclamations in 2020. Mr. Matthews stated he would provide a census proclamation template to the cities, the East Central Florida Regional Planning Council, and the School Board for use in issuing a census proclamation as soon as possible in 2020.

K. Adjournment:

There being no further business to come before the Committee, the Chairman adjourned the meeting at approximately 8:07 p.m.

Minute Taker: Tony Matthews, Committee Coordinator

Signature:  Date: 1/23/2020