2020 Census Complete Count Committee

Meeting Minutes

Tuesday, October 1, 2019, 7:00 p.m.
Town Offices, 50 Billerica Road, Chelmsford, Room 200

Present: Paul Cohen, Tricia Dzuris, Michael Rigney, Pat Wojtas
Not Present: Michael Kowalyk
Also Present: Ken Lefebvre

The meeting was called to order at 7:10 PM by Town Manager Paul Cohen.

- Election of Committee Chair, Vice-Chair, Clerk
  - Chair: Michael Rigney nominated Michael Kowalyk for Chair, Tricia Dzuris seconded, unanimous consent
  - Vice-Chair: Pat Wojtas nominated Michael Rigney for Vice-Chair, Tricia Dzuris seconded, unanimous consent

- Vice-Chair, Michael Rigney took over the meeting
  - Michael Rigney nominated Tricia Dzuris as Clerk, Pat Wojtas seconded, unanimous consent

- Committee Activities to Build Awareness
  - Push after March 3rd Presidential Primary
    - Social Media
      - Town website, Newsflashes push to Facebook & Twitter, Town Clerk Facebook page
    - Cable Access
      - CTM - message board, tie in w/ existing shows, create a spot for 2020 Census, invite Lowell Rep. Rady Mom to help reach out to Cambodian Community
  - Display Materials
    - Flyers: content specific to target audience
    - Signs: US 2020 Census Logo and universal impact statement
      - Banners: traffic islands, ERA, Dennis McHugh's Building, Tom Golden's building, Center Common and North Common
      - Yard signs: place in easement areas of apartment and condo complexes, back of candidate signs
      - Tricia to explore locations, sizes and prices
    - Electronic signs; McCarthy, Senior Center, Chelmsford Water District and Police Department sign boards
  - Town Bills and Other Mailings
    - Town Clerk insert in tax bills drops January 1st
2020 Census blurb added to Town Census form
  2020 Census insert in tax bills to drop April 1st
  Insert with dog licenses

- Schools
  - Individual School webpages
  - List serve messages

- Local Political Committees
  - Pat Wojtas will reach out to the League of Women Voters
  - Michael Rigney will reach out to Democratic Town Committee
  - Tricia Dzuris will reach out to Republican Town Committee

- Faith Community
  - Inter-faith Council - Pat will reach out to several members
  - Bulletins

- Other Community-Based Organizations
  - Chelmsford Community Exchange
  - Table of Plenty
  - Mobile Home Park
  - Wish Project
  - Senior Center
  - Meals on Wheels
  - Housing Authority

- Future Agenda Items
  o Marketing slogan
  o Content for flyers
  o Assign tasks

- Meeting Schedule - monthly
  o Next meeting 11/5/19, at 6:00 PM, Room 200

- Adjournment
  o Pat Wojtas made a motion to adjourn at 8:10pm. Seconded by Tricia

Respectfully Submitted,

Tricia Dzuris