2020 Census Complete Count Committee

Meeting Minutes

Tuesday, November 5, 2019, 6:00 p.m.
Town Offices, 50 Billerica Road, Chelmsford, Room 200

Present: Paul Cohen, Tricia Dzuris, Michael Kowalyk, Michael Rigney, Pat Wojtas

The meeting was called to order at 6:03 PM by Michael Kowalyk. Michael K. updated the committee that the current focus for Census 2020 is recruiting enumerators. Michael K. will bring in a Partnership Specialist to our next meeting. He will also bring maps showing Census 2010 turnout. The 2020 Census form only consists of 10 questions.

- Public Comment
  - There was no one present for Public Comment

- Approval of Meeting Minutes for the October 1st Meeting
  - Pat Wojtas made a motion to approve the meeting minutes from the October 1, 2019 meeting. Paul Cohen seconded the motion. Minutes were approved by unanimous consent with Michael Kowalyk abstaining.

- Assign Tasks for Committee Activities to Build Awareness
  - Social Media & Town’s Website
    - Push notifications through the Town website and the Town Clerk Facebook page
    - Michael Kowalyk mentioned there is a video to be used for cable ad, or as a link on the Town website
  - 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, Banners, Yard Signs, Electronic Signs
    - Flyers - need to develop target specific content
    - Banners, Yard Signs, Electronic Signs - Tricia will have prices and locations by the end of November
  - Town Bills and Other Mailings: Tax Bills, Town Census, Dog License
    - Text still to be finalized for the January Tax Bill mailing
    - Blurb added to Town Census Mailing that drops in January
    - An insert will be added when mailing out dog licenses
- April Tax Bill mailing shared with Recycling

- Schools: Webpages and List Serve;
  - Once flyer is finalized, send to Jay Lang for approval and distribution.

- Local Political Committees: LWV, DTC, RTC
  - Tricia is on February Agenda for RTC.
  - Mike Rigney said that the DTC is not very active

- Faith Community: Interfaith Council, bulletins
  - Pat is on January 8 agenda for Interfaith Council

- Other Community Based Organizations: Chelmsford Community Exchange, Table of Plenty, Mobile Home Park, Wish Project, Senior Center, Meals on Wheels, Chelmsford Housing Authority
  - Library Census Job Recruitment
  - Have tablets available at the Senior Center
  - Provide information during Early Voting

- Marketing Slogan
  - Bring ideas to next meeting
  - i.e.: “Come to your Senses and Fill Out your Census”

- Future Agenda Items

- Meeting Schedule - monthly
  - Next meeting 12/3/19, at 6:00 PM, Room 200

- Adjournment
  - Paul Cohen made a motion to adjourn at 7:00pm. Seconded by Mike Rigney

Respectfully Submitted,

Tricia Dzuris