



COMPLETE COUNT COMMITTEE

The Indian River County (IRC) Complete Count Committee (CCC) met at 3:00 p.m. on Tuesday, November 24, 2009 in the County Administration Building B, Conference Room B1-501 at 1800 27th Street, Vero Beach, Florida.

**The written minutes will only consist of the motions and decisions requiring action. An audio and video copy of the meeting can be accessed at <http://www.ircgov.com/Boards/CCC/2009.htm>.*

Present were:

Jeff Luther, Sheriff Office
Robin Ware, City of Sebastian
Pastor Buddy Tipton, Local Faith Business
Nan S. Warner, Indian River Shores
Mayor Richard Dunlop, Town of Orchid
Michael Kint, IRC United Way
Jill Grimaldi, Local Business
Mayor Kevin Sawnick, City of Vero Beach
Ernestine Williams, Gifford Area
Laura Lucas, Press Journal
Kevin Browning, School Board

Also Present was:

Joseph E. Flescher, IRC Commissioner Liaison
Linda Ogle, Census Bureau
Debbie MacKay, Indian River County School Board

Absent was:

Erika Ramos, Fellsmere Area
Michael Williams, Gifford Area
Pastor Reason, Pastoral Association
Laura Vazquez, Oslo Area Appointee
Rev. Sylvester McIntosh, Wabasso Area

Call to Order (00:00:00)

Chairman Jeff Luther called the meeting to order at 3:10 a.m. followed by introductions.

Approval of Minutes

Motion by Rev. McIntosh, Seconded by Jill Grimaldi the members voted unanimously to approve the minutes of October 27, 2009.

Establishment of Subcommittees

Chairman Luther provided a brief summary of past committee events including the Clambake Festival and commended the committee members that volunteered for the events. He acknowledged the challenge in recruiting the necessary volunteers for events and suggested taking a different approach for creating awareness and advertising the Census 2010. Some of the suggestions included the following:

- Provide presentations to various organizations.
- Give presentations at the government classes at schools. (St. Edwards, Charter, etc.)
- Approach the School Board administration and have a letter with general information about the Census 2010 for the students to take home.
- Have information included in church bulletins and newsletters.
- Approach businesses to have information on their marquees.
- Have inside advertisement on the GoLine buses.
- Contact the Pastors' Association and provide information for them to have at their meetings and church.

Ms. Laura Lucas provided a brief report on the press journal essay contest "Why the Census is important". She explained the categories, prizes, and deadlines for the

contest. Ms. Lucas added the Press Journal was going to run an article with information on the winners of the contest.

A lengthy discussion ensued regarding methods for creating awareness and advertising the importance of the Census 2010.

Chairman Luther explained the structure and approach for the subcommittees, which is based on the members' area of representation (e.g. Gifford Community, United Way, Fellsmere, School Board etc.). Mr. Michael Kint asked if there was a document available with general information about the Census 2010 that could be sent to the various organizations. Ms. Linda Ogle stated most of the information was available at the Census 2010 website and offered meeting with Chairman Luther and Commissioner Flescher to gather all the necessary information. Mayor Dunlop said he could work with Chairman Luther on having an article in Vero Beach 32963 newspaper. Ms. Jill Grimaldi said CDM could print out documents for the committee as needed and explained they had the capabilities of printing documents/posters in various sizes. Mayor Sawnick reported he was working on having information included on the City of Vero Beach utility bills.

ON A MOTION BY Jill Grimaldi, SECONDED BY Laura Lucas the members voted unanimously to approve the new marketing strategy for the Committee.

Other Matters

Linda Ogle, Census Bureau, provided information on census job openings and recruitment process.

Next meeting-

A discussion ensued regarding the meeting schedule. There was an agreement to cancel the scheduled meeting of December 22 and having two meetings in the month of January (January 5 and January 26).

Adjournment

There being no further business the meeting was adjourned at 4:08 p.m.

PRC- Approved

November 24, 2009