

Complete Count Committee
City Hall – Conference Room 302A
10 N. Division Street
Tuesday, January 28, 2020
4:00 P.M.

Committee Members Present: Commissioner Lynn Ward Gray, Kyra Wallace, Paulette Porter, and Jacob Schacht in person, and Lori Wesner, Diane Craig and Kimberly Carter via phone conference

Committee Members Absent: Cindy Kerr and Eric Greene

Others Present: Victoria Houser, City Clerk

Call to Order: The meeting was called to order at 4:03 P.M.

Public Comment: There were none.

Approval of Minutes: A motion was made by Ms. Porter, supported by Ms. Wallace, to approve the January 14, 2020 meeting minutes. All yes, none opposed. Motion approved.

Business

- **Updates:** Mr. Schacht presented the Battle Creek Counts logo, noting he is waiting for some work from the Burma Center. Committee members felt the logo looks like people raising their hands, saying “Count Me In.” Committee members stated they liked the logo as presented, expressing concern that adding additional hand images would detract from the message. Ms. Porter stated she would like to add the image to round stickers so that she could give the stickers to people after they have completed their census.
Mr. Schacht discussed possible hashtags, including a statement regarding less than 10 questions brought up by Ms. Wallace at a previous meeting.
- **Overview of City Communication Plans:** Mr. Schacht noted they are working on the community communication, including how municipalities receive funding, whether from formula grants based upon population, including HUD funds for community development and FTA funds for transit and transportation. Mr. Schacht noted these grants require meeting population numbers of 50,000 or more, but if less than 50,000, the city would need to apply through a competitive grant process. Mr. Schacht noted the importance of encouraging good participation, recommending everyone adhere to the Census Bureau strategy regarding education and confidentiality. As to the time line, the communications would let residents know to expect information initially in the mail in March, with enumerators coming later in the year to residences that did not respond electronically. Mr. Schacht also noted he would reach out to the Japan Club, feature an episode on Keeping You Informed and an article and ad in Scene Magazine and the Battle Creek Shopper. Mr. Schacht also stated notices would be posted on the BC Transit buses and transfer locations, along with postings at the Intermodal Transportation Center. Finally, Mr. Schacht also stated newsletter tags would be placed on the city webpage and social media sites.
Committee members discussed additional outreach needs and opportunities, including radio spots, public announcements, educational opportunities and Senior Count Day at the Kool Family Center on March 24th. Committee members recommended information be provided that breaks down how funding is used by organizations throughout the city, including SNAP and CDBG program funding, listing the top 50 programs funded in the state and the city. Committee members also discussed stories related to the benefits of funding received due to census data collected.

Public Comment: No additional public comment took place.

Board Comments: No additional board comment took place.

Next Meeting: The next meeting will be February 11, 2020 at 9:00 am at City Hall Room 302A

Adjournment: Mr. Schacht adjourned the meeting at 5:02 pm.