



## Royal Oak 2020 Census Complete Count Committee

Minutes Jan. 9, 2020

Mahany/Meininger  
3500 Marais Ave  
Royal Oak, MI 48073

**Members Present** —Larysa Blysnuk, Wanda Warsinski, Bernadette Beach, Kit Frohardt Lane, Tom Allen, Bruce Weaver, Royetta Elba, Theresa Tejada

Staff liaison, Absent: James Krizan

1. Call to Order at 5:30 by Beach, chair.
2. Public Comment: None.
3. Approval of Agenda: Warsinski added a banner discussion and Beach added a yard sign discussion under unfinished business. Motion to approve the agenda by Tejada, seconded by Warsinski. Approved by all.
4. Approval of Minutes from previous meeting: Motion to approve the minutes from December 4, 2019 by Tejada, seconded by Blysnuk. All in favor.
5. Unfinished Business:
  - a. Budget and Yard Signs: Beach presented an update on the budget. Krizan has been printing signs and flyers as needed. Social media posts have also been occurring. The committee has been hitting different events, such as Beach going to the Symphony. Beach also sent the costs for 250 yard signs, that was approved by Krizan. If we have additional incremental costs, the City may cover it, but they might not. Beach emailed a possible yard sign design in December and got a quote for approximately \$1,000 for 250 yard signs made of 2 color, 2-sided, weatherproof corrugated material. Blysnuk will look to see if she can find a cheaper quote. There was a discussion whether 250 signs would be enough and since the signs would target the apartments and condos, this would be enough. Allen shared that he talked with Amber Apartments to see if they would allow yard signs on their property and didn't get anywhere, so it would need to be pursued more. Weaver suggested that it was a legal question as to whether the City would object putting lawn signs on the strip of property between the road and sidewalk and on street corners. Allen shared that there are 120 condos and 300 apartment complexes in the city and suggested that the committee

develops a plan for the manpower to distribute the yard signs before actually buying the signs. Elba added that by putting up yard signs, the general public sees and is reminded of the message and suggested placing posters inside the apartment entrances, which Warsinski shared could be difficult because one needs a key to enter that area. Suggested volunteer groups included: Next Door, Boy Scouts, National Honor Society. Frohardt Lane asked what the evidence is that yard signs work to which Tejada added that the signs will be more likely to serve as a reminder than change minds and Weaver stated the importance to reach out to renters because they are often an undercounted population.

1. In order to get a plan developed and signs out by March 1, the committee decided to deputize the design to Allen, and Weaver, Elba and Frohardt Lane would help develop a strategy to distribute and place the signs with additional subcommittee meetings as needed. Tejada will help place signs, but cannot attend any additional meetings. Beach will meet with Krizan to get clarification from the City.
- b. Banner: Three banners arrived and are good quality. Blysniuk asked the library to have one posted permanently and they approved it. The other is available to have at events and presentations. Blysniuk will ask the Farmers Market if they would be willing to have a banner. Currently, there is a Census table at the Farmers Market, but they are only looking to hire people, not focuses on getting a complete count.
- c. Update on timeline: Based on the original timeline, there weren't many things going on for the next few months, other than social media posts, meetings, speaking at presentations, letters to the editor and count day. Tejada drafted a letter to the editor and will send it to Weaver for feedback.
  1. Warsinski will work with the DDA and give posters to the Chamber. She will also reach out to get the sign on Woodward to post a message, which will take about a month to approve.
  2. Blysniuk will attend Preschool Night at the Library and have a table. Kindergarten Open House night is Jan. 29 and Blysniuk, Warsinski, Beach, and Tejada are willing to go to different elementary schools.
  3. Frohardt Lane inquired about reaching out to OCC and Blysniuk recalled that Luke shared that they were going to do their own thing, but she will confirm.

6. New Business

- a. Blysniuk met the Shrine Parents group and handed out flyers. She also met with the PTA heads to work with their own principals.
- b. Beach will be attending a meeting of Oakland Schools public relations staff.
- c. Blysniuk will look to see if we can be a part of the kickoff of the MLK Day of Service at Berkley High School or if someone on the stage could make an announcement.
- d. Beach stated that a lot of information is coming from the census now and sent out an email of a meeting that they are having and Warsinski is joining.
- e. Report from Subcommittees:
  1. Seniors: Warsinski will look to see if she can get a list of transition facilities in the area. Weaver stated that the Census Bureau will work with the management of nursing homes, but does not know about assisted

living facilities. Elba is going to attend the Senior Task Force meeting and will share information about the census.

2. Weaver: no additional FAQs. He did say that the legislature appropriated money for media in the state, but doesn't know when it will hit.
3. Faith-Based: Beach is continuing to meet with the churches. Some want posters and some want presentations.

7. Any other topics requiring discussion
  - a. The committee decided to meet biweekly until Census Day.
8. The meeting was called to order at 6:38 pm.

9. Next Meetings
  - a. January 22, February 6, February 20, March 5, March 19 all at 5:30