

**Royal Oak 2020 Census
Complete Count Committee**

Minutes June 17, 2019

**Mahany/Meininger
3500 Marais Ave
Royal Oak, MI 48073**

Members Present – Thomas Allen, Larysa Blyzniuk, Royetta Elba, Theresa Tejada, Bruce Weaver, Wanda Warsinski, Bernadette Beach, Kit Frohardt Lane

Staff liaison: James Krizan,

Members Excused/Absent –Marilyn Dailey, Lynn Muth, Ruth Stanton, Luke Devantier

1. Call to Order at 5:30 by Beach, co-chair.
2. Public Comment: None.
3. Approval of Agenda: Beach announced that Kevin Huffman has resigned from the committee due to personal. Suggested this item be added to the agenda.
4. Approval of Minutes from previous meeting: Several suggestions made to correct minutes in attendance and Marketing notes. Beach will make changes and resend to committee. Motion to approve the minutes as amended by Allen, seconded by Warsinski. All in favor, motion carries.
5. New Business
 - a. Elect new chairperson for committee
 1. As current vice chair Bernadette Beach was nominated to be chair. Theresa Tejada offered to be vice chair. Motion to approve the nominations by Warsinski, seconded by Allen. All in favor, motion carries.
 - b. Review of previous meeting
 1. Blyzniuk reviewed the norms established at the last meeting, including taking turns to speak and that those who wish to speak should raise their hand and the chair will call on them.
 2. Allen reached out to Judy Daniels about the logo but had not heard back. Krizan responded that she has been out of the office. www.romi.gov
 3. Tejada has not heard back about the grant yet.
 4. Warsinski had reached out to State Senator McMorro's office about hosting a senior event, and they responded that it is very expensive and

they are going to focus on elder abuse. Ice cream socials with the seniors might be a better approach.

5. Governor Whitmer has created a statewide Complete Count Committee and we will have to watch and see what happens.
 6. Blyzniuk reached out to a Center for Creative Studies student and videographer who is excited to create a short video. She would want to know what we wanted from the video before she gives us an estimate of the number of hours it would take and how much it would cost. Blyzniuk will share a video and the resume of this student.
 7. Blyzniuk got some nonprofit rates from various T-Shirt companies:
 1. Speedy Tees: \$8/T-shirt plus a \$30 initial fee.
 2. Armadillo: \$7-8 for at least 20 t-shirts and would decrease in cost by \$.50 with each increment of 10 t-shirts.
 3. We would use the fiscal sponsor's 501c3 to get these rates.
 4. She did not look at prices for lawn signs.
 8. Tejada responded with language that was used in studies to increase a behavior change to establish a social norm to say something like "82% of Royal Oak residents participated in the 2010 census. Make sure you return your census information". Elba suggested to phrase it to say "did you know that only 82% of people participated in the census"
 9. Weaver reported that he did not hear back from the committee about any feedback about his draft 1-pager other than the points that were made at the last meeting to turn the questions into affirmative statements. Bruce will draft a FAQ document that will be for the committee but also post to the website by the next meeting. Blyzniuk will work on a powerpoint/talking points. Allen stated that Judy Davids should be involved in the design.
 10. Frohardt Lane suggested to get community leaders to encourage others to participate in the census, such as doctors who live near Beaumont. Warsinski also suggested posting flyers at Beaumont.
 11. Beach suggested getting banners, which will depend on if we get the grant.
- c. Discuss Renters Committee
1. Allen is identifying condos in the region and stated that there are a lot of apartments in Royal Oak. Weaver volunteers to get data on where these are located and be a member of the Renters Committee with Allen.
 2. Beach suggested putting up lawn signs at apartment buildings. Allen suggested reaching out to the Ambers to approve this because they own many apartment buildings and they are on the main thoroughfares. Allen and Warsinski have contacts with them and will reach out.
- d. Creation of Dates and Timelines
1. See the attachment.
 2. Warsinski stated that the Boys and Girls Club and Gilda's Club do not participate in the Inter-Club Council, but the Council wants a printed and electric flyer to send out to their groups. There is a meeting in September
 3. Beach stated that the Chamber of Commerce meets in September and sends something out.

4. Frohardt Lane suggested reaching out to neighborhood associations and Judy Daniels has a contact with all of those groups.
5. Elba suggested that presentations to seniors should show how to fill out the census, but not fill it out for them.
6. Weaver stated that his block's block party is happening in early September and had to register with the city. Krizan is going to look and see if he can share the info when other blocks are registering their parties to see if the committee can pass out flyers.
7. Beach stated that outreach to the churches should start in September and that some pastors are agreeable in partnering.
8. Blyzniuk suggested going to PTA meetings and that in January there is a preschool information and registration day at the library
9. Warsinski stated that the Woodward Dream Cruise is August 18. Elba suggested that for the Dream Cruise and for Arts, Beats and Eats, we could wear our t-shirts and walk around since the vendor fees would be expensive. Many committee members expressed interest in chipping in to pay for their own t-shirts to make sure that they were attractive and that it would serve as a uniform for presentations. The T-shirt could have different factoids or message points on them and other complete count committees could also join in to get economies of scale. Elba will reach out to Oakland County to see if they would want to be in the t-shirt count.
10. A banner that goes across Main St. could be purchased and the sign on Woodward is managed by the Chamber of Commerce. The sign could have a message about the census when the date gets closer.
 - e. Report from subcommittees
 1. This was given above as part of the review of the previous meeting
 - f. Next Steps
 1. The next push will be designing the messaging.
6. Any other topics requiring discussion
 - a. Motion to adjourn by Warsinski, seconded by Blyzniuk. All in favor, motion carries.
7. Next Meeting
 - a. Monday July 15, location TBD.